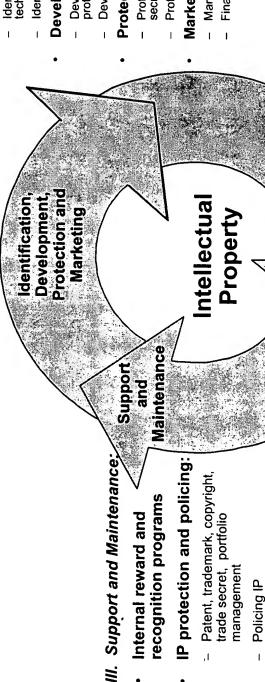
Continuous Intellectual Property Process



I. Identification, Development, Protection and Marketing:

- Identification:
- Identify new intellectual property (invention, technology, ideas, brands)
- Identify potential marketing opportunities
- **Development:**
- Develop inventions, technology, ideas for IP protection
 - Develop marketing sales channels
- Protection:
- Protect IP with patents, copyrights, trade secrets, trademarks
- Protect with Non-Disclosure Agreements
- Marketing:
- Market & competitive analysis
- Financial analysis
- Negotiations and License/Sales:

Negotiations and License / Sales

Relationship Management:

Internal Entities

External Sales Partnership and

End Users

Royalty Management

Quality Standards

Management

- customers, government agencies) IP Negotiations (e.g., with
- License / Sales Initiation
- Contact vendors
- Contact end users
- Contract development, negotiation and completion

FIG. 1

IP Protection Life Cycle

Continuous IP Process:	Support	Identification, Development and Protection	nent and Protection	Negotiations and Sales		Maintenance
	Innovation Identification (L0)	on Development	n IP Protection ent Initiation (L2)	IP Protection Pending (L3)	IP Registration (L4)	Maintenance (L5)
Effort Spent:	Effort Spent: • 1-2 hours/product	• 1-2 hours • 3-5 hours • 1-2 hours	3-5 hours/patent 3-5 hours/trademark 1 hour/copyright	3-5 hours/patent 4-6 hours/trademark 1 hour/copyright	3-5 hours/patent 1-2 hours/trademark 1 hour/copyright	• 1-2 hours
Time Elapsed (per level): • 1-5 days	• 1-5 days	• 1-5 days	3-5 months/patent1-5 days/trademark1-5 days/copyright	18-24 months/patent • 6-12 mos/trademark 2-3 months/copyright	1-5 days/patent 1-5 days/trademark 1-5 days/copyright	• 1 day + periodic
Time Elapsed (total): · <1 week	• <1 week	• 1-2 weeks	 4-6 months/patent 1-3 mos/trademark 3-4 weeks/copyright 	22-30 months/patent • 12-18 mos/trademark 3-4 months/copyright	2-2.5 years/patent • 1-3.5 yrs/trademark 3-4 months/copyright	 20 years/patent 5-10 years/trademark t 10 years/copyright
Note: Trade secrets need	not be registered, but rea	sonable steps must be	Note: Trade secrets need not be registered, but reasonable steps must be taken to keep secret, including proper markings and use of Non-Disclosure Agreements.	ling proper markings and L	ise of Non-Disclosure Ag	reements.

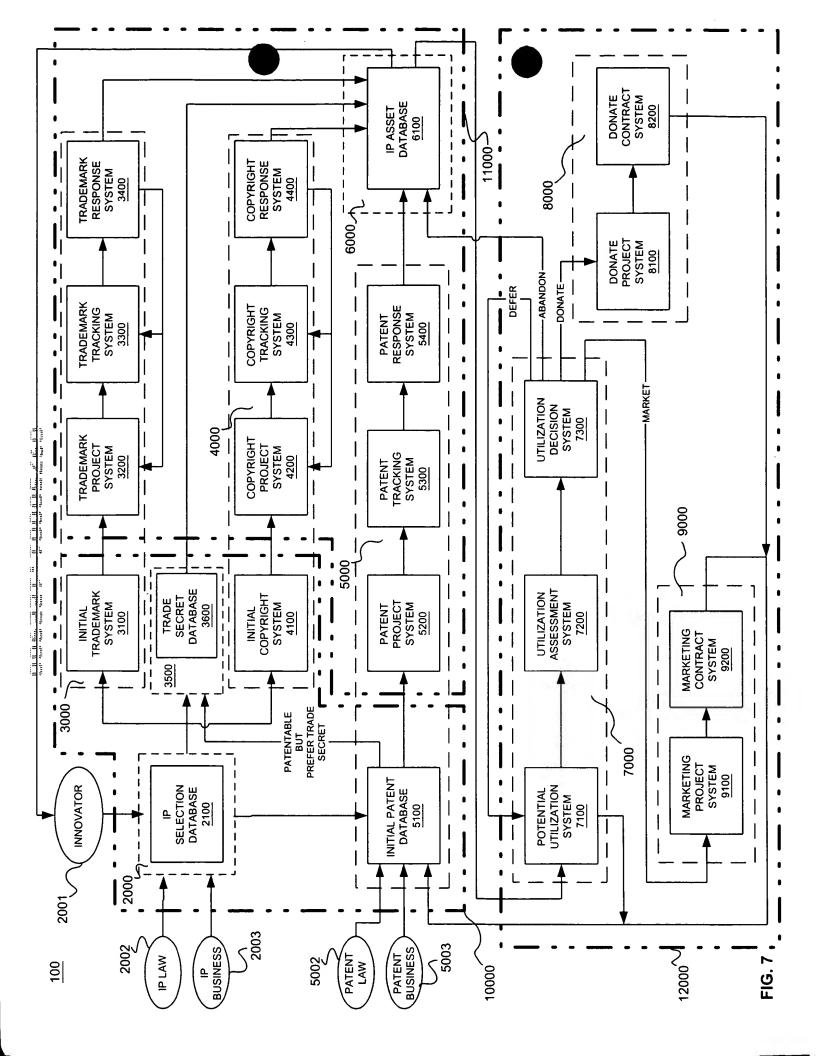
ID Protection	19 Protection Activities:	 Internal 	Further educate	 Assess disclosure • Verify filing award 	Verify filing award	Assist in	Verify issuance	ı
		awareness and	innovation	form	received (if any)	notification to	award received (if	
		education	generator on	 Notification to IP 	 Assist innovation 	innovation	any)	
		relationshin	information needed	Protection legal	generator with	generator	Record all	
		pulding	for IP protection	 Verify disclosure 	issues relating to	 Assist 	relevant IP	
		 Identify 	 Assist innovation 	award received (if	using innovation	innovation	information	
		protection	generator in getting	any)	while IP protection	generator in	 Internal follow up 	۴
		opportunities	 innovation to point 	 Follow up with 	pending	marking	IP policing	
		 Identify type of 	for protection with	innovation •	Follow up with legal	innovation with		
		protection(s)	Д	generator and	regarding status	registration		
		rieeded • Catalog and	 Assist IP Marketing 	legal	Review written	information		
		gualify	with technical	 Application filed 	documents from	 Assist 		
		opportunities	understanding		government agency	innovation		
		 Notification to IP 	 Disclosure form 		where application	generator in		
		Marketing for	received		filed & assist in	understanding		
		marketing	Clearance		response	extent of IP		
		IP Protection	Searches		2000	protection		
		team member assigned				 Verify registration 		
	Mooring.	anoitonour .	• # Disologuage	# Applications flod	Dronger incorporation	# Dociotrotion	10 off-th: 4	1
i	Medsules.	identified (#/types)	٠ •	Quality of usage during IP	usage during IP	# Registration Proper markings	cataloged	
FIG. 2		 Quality of 		applications •	Pendency	-		
		innovations	and cataloged					

IP Marketing Life Cycle

Continuous IP Process:	Support Identifica	Identification, Development, Protection and Marketing	tection and Marketing		Negotiations and Sales	Maintenance
	Potential Opportunity Identification (L0)	Research in Progress (L1)	Awaiting Execution of Pre- Transaction Report (L2)	Negotiations w/External Party in Progress (L3)	Awaiting Execution Agreement Transaction Report (L4)	Closed Deal Maintenance
Effort Spent: Fime Elapsed (per level): Time Elapsed (total):	• 1-5 days • 1-2 hours/product • <1 week	7-10 days5-10 hours/product1-2 weeks	• 7-10 days • 5-10 hours/deal • 2-3 weeks	1-5 months 10-50 hours/deal 2-6 months	• 7-10 days • 1-2 hours/deal • 2-6 months	1 day + ongoing1-2 hours/deal +2-6 months
IP Marketing Activities:	Internal awareness and education Internal relationship building Identify potential marketing opportunities Catalog and qualify potential opportunities Notification to IP Protection for disclosure IP Marketing team member assigned	Begin market research Follow-up interview with SME Begin product scorecard research Assess competitive environment Initial valuation of product Prioritize product within portfolio Make Go-No Go decision Begin to get internal buy-in Draft & submit PTR	depth interview with SME & continue to build relationship Begin channel strategy Competitive research and valuation of product Initiate contact with chosen sales partners/ end users Utilize NDAs Protect IP prior to disclosing (when possible)	Continue product valuation, market research, & channel strategy Create product overview presentation (external) Determine structure & pricing of deal Begin and complete negotiations / contracts Draft & submit Transaction Report	Finalize fine points of contract Manage technical and logistic issues of product	Sign contracts Record all relevant product information Record all relevant deal information Track royalties Sales partner / end user relationship management Internal follow up Quality standards management IP policing
Measures: FIG. 3	Products identified Quality of products	Product attributes known & cataloged	PTR for all deals	Accuracy of valuations Terms of deals # times contract reworked	TR for all deals	Revenues % licensed with patent protection Deal attributes cataloged

6

FIG.



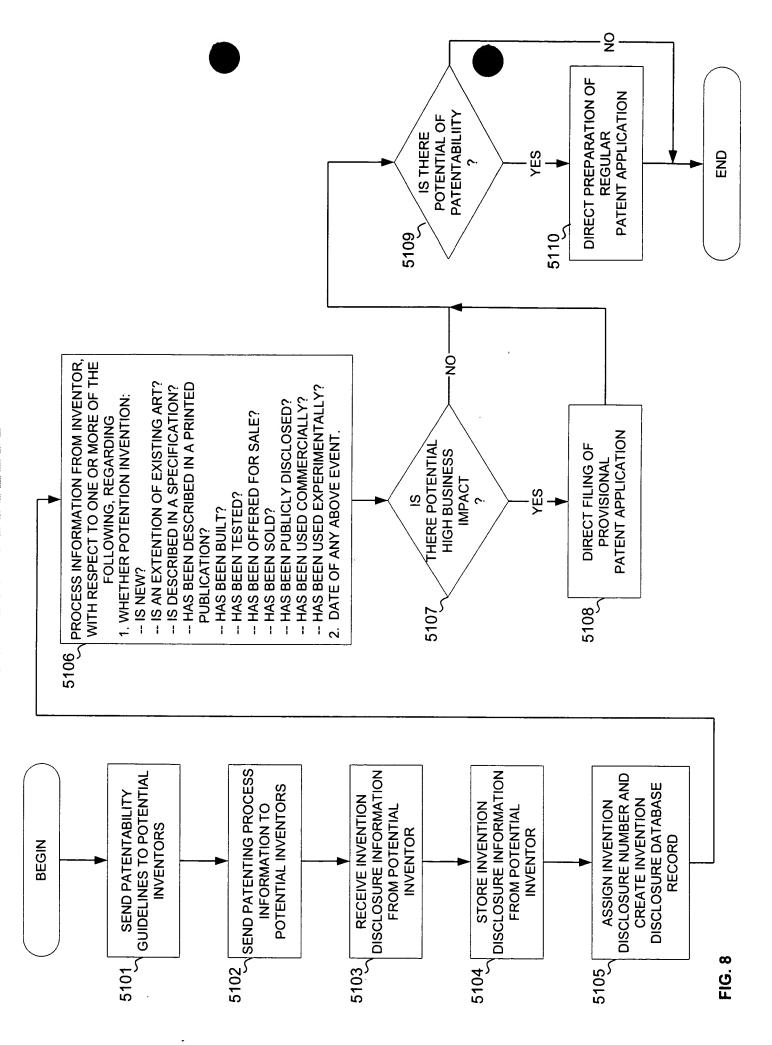
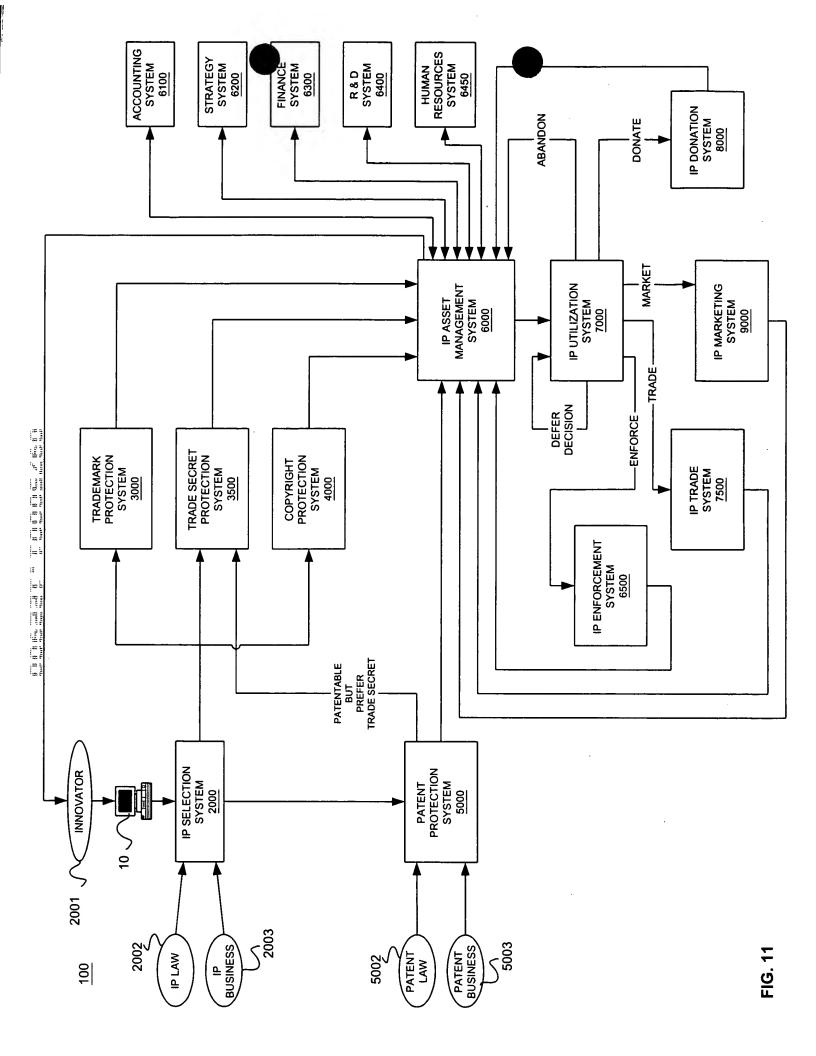


FIG. (



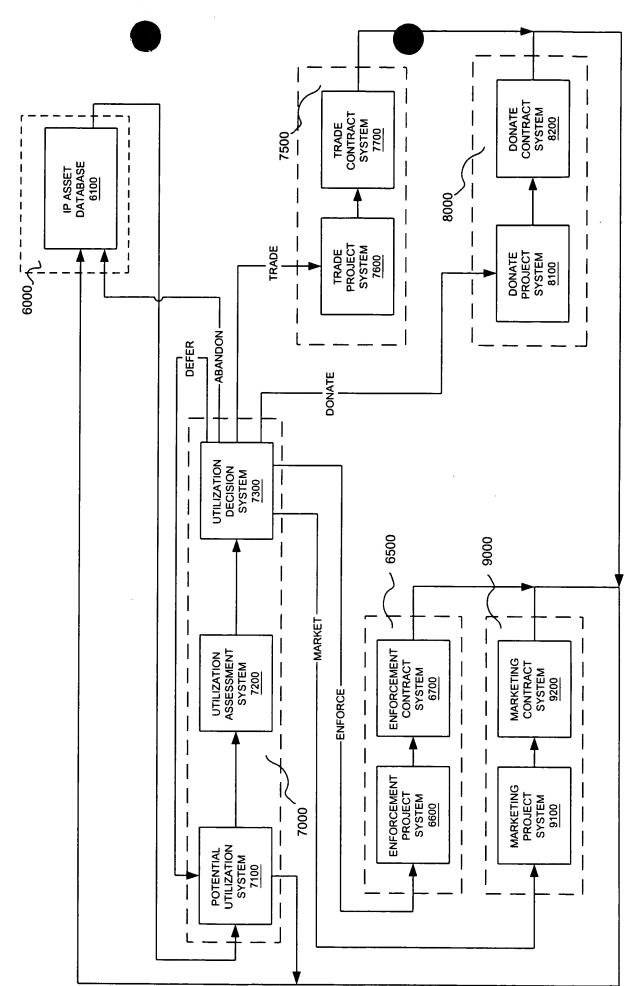
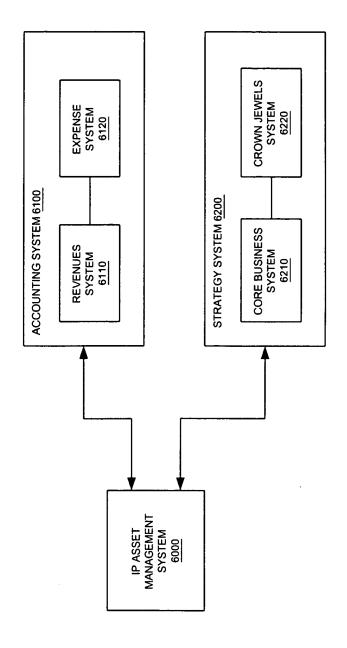
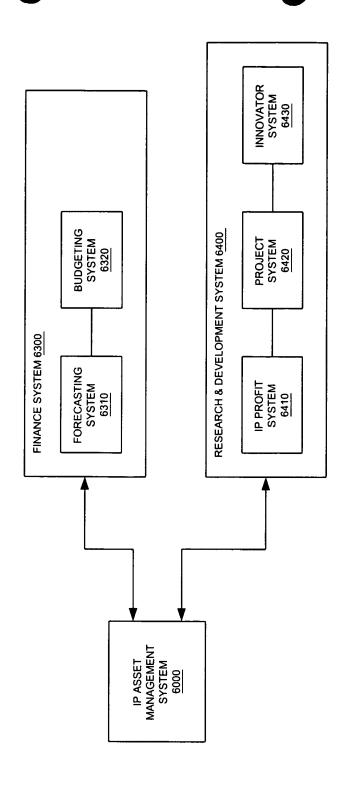


FIG. 12

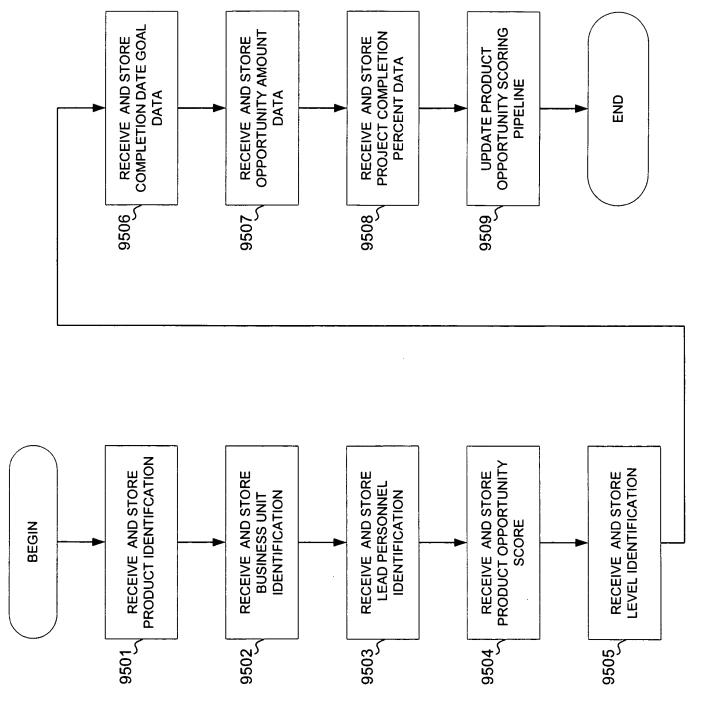




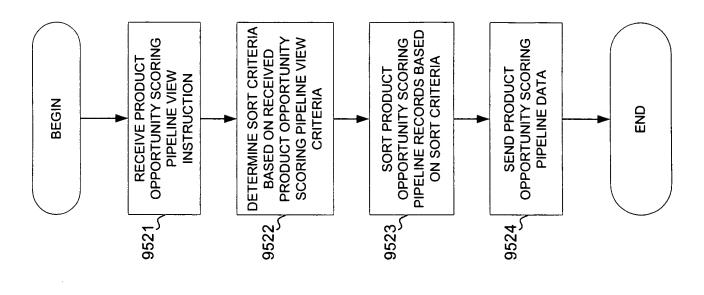
			,													•
%	0.5	0.9	0.25	0.5	0.05					0.33	6.0					
\$	3.5M	1 ≥	3.5M	3.5M+	3.5M			500K		5M	W9	i				
GOAL	2001	4Q 00	4Q 00	4Q 00	4Q 00			2001	2001	2001	2001			2001	i	
L10		45														TIQUA TOAЯTNOO
F3														*		SETUP TOARTNOO
L8											47					EXECUTE CONTRACT
<u>L7</u>																AT JAVOЯЧЧА
P	42								35							STAITODEN
L5				35	35	35		35		9			35			SEFF
L4			35											38		MARKET PLAN
L3																ЯТЧ JAVOЯЧЧА
L2							35									MARKET RESEARCH
[1												31X	·		36X	INITIAL HDRABSBR
LEAD	×	Z	Z	⋆	×	Λ	Α	×	Z	×	Μ	Υ	⋆	Μ	Υ	
B/U	BU B	BU C	BU A	BU A	BU D	BUE	BU D	BUC	BU E	BUE	BU B	BU D	BU B	BU A	BU C	
PRODUCT	PROD A	PROD B	PROD C	PROD D	PROD E	PROD F	PROD G	PROD H	PROD I	PROD J	PROD K	PROD L	PROD M	PROD N	PROD O	
	1	2	3	4	5	9	7	8	6	10	11	12	13	14	15	

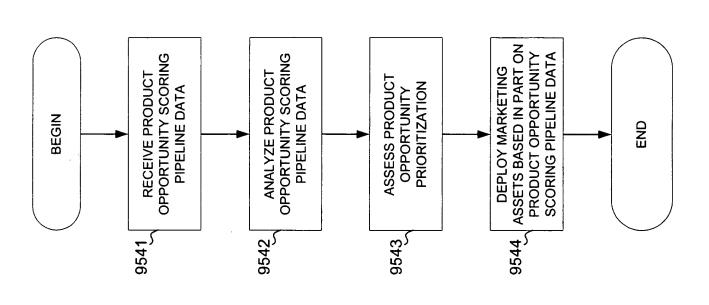
_																_
%			6.0		0.5	0.05		0.33	0.5				0.0	0.25		
\$			W9		3.5M	3.5M	500K	5M	3.5M+	-		i	1M	3.5M		
GOAL			2001	2001	2001	4Q 00	2001	2001	4Q 00			i	4Q 00	4Q 00	2001	
L10													45			TOARTNOO
F3																SETUP TOARTNOO
1.8			47													EXECUTE CONTRACT
<u> L7</u>																ЯТ JAVOЯЧЧА
<u> L6</u>					42										35	TAITOĐĐN
1.5	35					35	35	40	35		35					SEFF
L4				38										32		PLAN PLAN
L3																ATA JAVOЯЧЧА
L2		35														KESEARCH WARKET
L1										31X		36X				INITIAL HDRABCH
LEAD	Α,	>	Μ	Μ	×	×	×	×	>	>	>	>	Z	7	Z	
B/U	BUE	BU D	BU B	BU A	BU B	BU D	BUC	BUE	BU A	BU D	BU B	BUC	BUC	BU A	BUE	
PRODUCT	PROD F	PROD G	PROD K	PROD N	PROD A	PROD E	PROD H	PROD J	PROD D	PROD L	PROD M	PROD O	PROD B	PROD C	PROD I	
	1	2	3	4	5	9	7	8	6	10	11	12	13	14	15	

																•
%	6.0	6.0	0.5		0.5	0.05				0.33	0.25				-	
\$	1M	eM	3.5M		3.5M+	3.5M		500K		5M	3.5M				1	
GOAL	4Q 00	2001	2001	2001	4Q 00	4Q 00		2001		2001	4Q 00	2001		i) 	
L10	45															TOARTNOO
F																SETUP CONTRACT
L8		47														EXECUTE CONTRACT
17																ЯТ JAVOЯЧЧА
P			42	35												ataitoəan
L5					35	32	35	35	35	40						SELL
L 4											32	38				MARKET PLAN
L3																ЯТЧ JAVOЯЧЧА
12													35			MARKET WESEARCH
L1														31X	36X	IAITINI HDRAESER
LEAD	Z	Μ	×	2	>	×	>	×	>	×	Z	Μ	>	>	\	
B/U	BUC	BU B	BU B	BU E	BU A	BU D	BUE	BUC	BU B	BU E	BU A	BU A	BU D	BU D	BUC	
PRODUCT	PROD B	PROD K	PROD A	PROD I	PROD D	PROD E	PROD F	PROD H	PROD M	PROD J	PROD C	PROD N	PROD G	PROD L	PROD O	
	1	2	3	4	2	9	7	8	6	10	11	12	13	14	15	



iG. 18





Intellectual Property Develo	oment Marketin	ng and Maintenance Database System
IP	Marketing Datab	pase - Tables
Table		Description
Companies		Table of companies
Marketing Opps	-1	Table of IP marketing opportunities
IP Marke	eting Database -	Companies Table
Field Name	Data Type	Description
Formal Name	Text	Mailstop
	ند و در شنطور	arketing Opps Table
Field Name	Data Type	
	AutoNumber	Description
Opp # Status		
	Text	
Estimated Mktg Date	Date/Time	
Product/Project Name	Text	
Product Group	Text	
Product Type	Text	
Type of IP Involved	Text	
BellSouth Entity	Text	
BellSouth Contacts	Memo	
BIPMAN Contact1	Text	
BIPMAN Contact2	Text	
BIPMAN Contact3	Text	
BIPMAN Contact4	Text	
Mktg Participant Name	Text	
Mktg Participant Address1	Text	
Mktg Participant Address2	Text	
Mktg Participant City, State,	Text	
Mktg Participant Contacts	Memo	
Mktg Participant Type	Text	
Deal Size	Text	
Estimated Deal Range	Text	
Estimated Deal Value	Text	
Priority	Text	
Description of Opportunity	Memo	
Background of Deal	Memo	
Financial Analysis	Memo	
Competitive Analysis	Memo	
Status of Deal	Memo	
Anticipated Timelines	Memo	
Pre-Trans Approval Person	Text	
Pre-Trans BellSouth Co	Text	
Title of Pre-Trans Approver	Text	
Date Pre-Trans Approved	Date/Time	
Final Bus Approval Person	Text	
Final Bus Approver's BellSouth	Text	
Title of Final Bus Approver	Text	
Date Final Bus Approved	Date/Time	
Final Legal Approval Person	Text	
Final legal Approver's BellSouth	Text	ļ
Title of Legal Bus Approver	Text	
Title of Legal bus Approved	Tievr	<u> </u>

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Date Legal Bus Approved	Date/Time	
Follow-Up Date	Date/Time	
Follow-Up Needed	Memo	
Patent Status	Text	
IT Platform	Memo	
Level 1 Date	Date/Time	
Level 2 Date	Date/Time	
Level 3 Date	Date/Time	
Level 4 Date	Date/Time	
Level 5 Date	Date/Time	
Sub-entity	Text	
Top25		
	Yes/No	
	Marketing Databa	
Queries		Description
CoAlphaSort		
Level 0 WIP Report		
Level 1 WIP Report		
Level 2 WIP Report		
Level 3 WIP Report		
Level 4 WIP Report		
Level 5 WIP Report		
Marketing Opps Query		
Most Recent New Deals		
Opportunity Summaries - Specify 1 Entity Only		
Report by Entity-Specify 1 Entity Only		
Top 25 Report		
IP	Marketing Datab	ase - Forms
Forms		Description
Marketing Opps		2000.1000
	──U Marketing Databa	Parasta
Reports	warketing Databa	
		Description
Deal Overview by Vendor		
Level 0 WIP Report		
Level 1 WIP Report		
Level 2 WIP Report		
Level 3 WIP Report		
Level 4 WIP Report		
Level 5 WIP Report		
Most Recent New Deals		
Opportunity Summaries - ALL		
Opportunity Summaries - Specify 1 Entity Only		
Depart his Cather All		
Report by Entity - All		
Report by Entity-Specify 1 Entity Only		
Report by Entity-Specify 1 Entity Only Sales Funnel by Status		
Report by Entity-Specify 1 Entity Only		

Tables		Description
Agreement Types		
Companies		
Contracts Listing		
Contra	ct Tracking Database - /	Agreement Types Table
Field Name	Data Type	Description
D	AutoNumber	
Agreement Type	Text	
Description	Memo	
Con	tract Tracking Database	e - Companies Table
Field Name	Data Type	Description
D	AutoNumber	
Field1	Text	Company names
Contra	ct Tracking Database -	The state of the s
Field Name	Data Type	Description
D	AutoNumber	
First Pary	Text	
Second Party	Text	
Third Party	Text	
Effective Date	Date/Time	
ermination or Renewal Date	Date/Time	
ermination/Renewal Terms	Memo	
Confidentiality Period?	Text	
xecuted Copy on File?	Text	
ocation of Original	Text	
Additional Comments	Memo	
Agreement Type	Text	
Executed Contract Image	Hyperlink	Link to scanned image of signed original agreement
Other Document Image	Hyperlink	Link to scanned image of signed original agreement
ransaction Report Image	Hyperlink	Link to scanned image of signed original agreement
Affiliate Involved	Text	
Transaction Type	Text	
Types of IP Involved	Text	
requency of Payment	Text	
Payment/Royalty Due Date	Date/Time	
Additional Payment Terms	Text	· · · · · · · · · · · · · · · · · · ·
Amount Due	Text	
1999 YTD Payments	Currency	
2000 YTD Payments	Currency	
2001 YTD Payments	Currency	
2002 YTD Payments 2003 YTD Payments	Currency	
PType 1	Currency Text	
PType 2	Text	
PType 3	Text	
PType 4	Text	
PType 5	Text	
Project Name	Text	
(ajout runio	Contract Tracking Data	

Company Alpha Order	
Unexecuted Agreements	
Contract Track	ing Database - Forms
Forms	Description
Contracts Listing	
Contract Tracki	ng Database - Reports
Reports	Description
Unexecuted Agreements	

A THE RESIDENCE OF THE PARTY OF	novation Awards Da	
Tables		Description
Awards		A Marian Company of the Company of t
Company Addresses		
ESP Coordinators		
IP Coordinators		
Innov	vation Awards Datab	ase - Awards Table
Field Name	Data Type	Description
Key#	AutoNumber	Unique Key
Award #	Text	Award ID#
LegalCaseNo	Text	Legal Dept. Case No.
Greeting	Text	Mr., Ms., Dr. etc.
FullName	Text	Recipient's Full Name
CompanyName	Text	Company Name
BusAdr1	Text	Mailstop
BusAdr2	Text	Street Address
City	Text	City
State	Text	State
ZipCode	Text	Zip
Phone#	Text	Business Phone
FAX#	Text	Business FAX
IP ID#	Text	Name of IP Coordinator
SupvGreetings	Text	Mr., Ms., Dr. etc.
SupervisorName	Text	Supervisor's Name
SupvBusAdr1	Text	Supervisor's Mailstop
SupvBusAdr2	Text	Supervisor's Street Address
SupvCity	Text	Supervisor's City
CupvState	Text	Supervisor's State
SupvZipCode	Text	Supervisor's Zip
DHGreeting	Text	Mr., Ms., Dr. etc.
DeptHead	Text	Name of Department Head
DHBusAdr1	Text	Department Head Mailstop
DHBusAdr2	Text	Department Head Street Address
DGCity	Text	Department Head City
DHState	Text	Department Head State
DHZipCode	Text	Department Head Zip
Disclosure Received by Legal	Text	Date Disclosure Received by Legal
Disclosure Received by BIPMAN	Text	Date Disclosure Received by BIPMAN
Letter & Gift Sent to Inventor	Date/Time	Date Letter & Gift Sent to Inventor
Date Application Filed	Date/Time	Date Application Filed
Date BIPMAN Notified of Filing	Date/Time	Date BIPMAN Notified by Legal
Filing Award Request sent to IPC	Date/Time	Date Payment Requet Sent to IP Coordinator
Filing Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Filing Award Recognized at Luncheon	Date/Time	Date Award was Recognized at Inn. Awds. Banquet
Date Application Issued	Date/Time	Date Application Issued
US Patent Number	Text	US Patent Number
Date BIPMAN Notified of Filing	Date/Time	Date BIPMAN Notified by Legal
Issuance Award Request sent to IPC	Date/Time	Date Payment Requet Sent to IP Coordinator
Iss Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
lss Award Recognized at Luncheon	Date/Time	Date Award was Recognized at Inn. Awds. Banquet
Date 5th Patent Issued	Date/Time Date/Time	·
US Patent Numbers	Text	Date Application Issued US PATENT Numbers for 5 Issued Patents

Date BIPMAN Notified of Inv Ach Awd	Date/Time	Date BIPMAN Notified by Legal
Inv Ach Award Request sent to IPC	Date/Time	Date Payment Request Sent to IP Coordinator
Inv Ach Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Inv Ach Award Recongnized at Luncheon	Date/Time	Date Award was Recognized at Inn. Awds. Banquet
Date General Award Appl Rec'd	Date/Time	Date Application Filed
General Award Request sent to IPC	Date/Time	Date Payment Request Sent to IP Coordinator
General Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
General Award Recognized at Luncheon	Date/Time	Date Award was Recongnized at Inn. Awds. Banquet
Date Article Published	Date/Time	Date Application Filed
Date BIPMAN Notified of Publication	Date/Time	Date BIPMAN Notified by Legal
Rec'd Request for Release Form	Date/Time	Req. for Release Form Rec'd
Publication Award Request sent to IPC	Date/Time	Date Payment Reugest Sent to IP Coordinator
Confirmation of Payment Red'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Publ Award Recoongized at Luncheon	Date/Time	Date Award was Recongnized at Inn. Awds. Banquet
General Notes	Memo	Comments
Award Type	Text	Type of Award
Gift Received	Text	Gift Sent to Inventor
Disclosure Title	Memo	Title of Patent Disclosure
Application Title	Memo	Title of Patent Application
Patent Title	Memo	Title of Issued Patent
Publication Title	Memo	Title of Published Artcle
General Award Title	Memo	Reason for General Award
\$ Amount of General Award	Text	\$ Amount of Generial Award
BellSouth Employee	Text	Still with BellSouth?
DHTitle	Text	Department Head's Title
		Designates if disclosure was rec'd thru BSCC ESP
BSCC ESP Disclosure	Text	Program
ESP Coordinator	Text	ESP Coordinator's Name
The state of the s		ompany Addresses Table
Field Name	Data Type	Description
CompanyName	Text	
· · · · · · · · · · · · · · · · · · ·	TOAL	(Company Name
FormalName	Text	Company Name Mailstop
FormalName BusAdr2		Mailstop Street Address
	Text	Mailstop Street Address
BusAdr2	Text Text	Mailstop
BusAdr2 City	Text Text Text	Mailstop Street Address City
BusAdr2 City State ZipCode	Text Text Text Text Text Text Text	Mailstop Street Address City State Zip
BusAdr2 City State ZipCode	Text Text Text Text Text Text Text	Mailstop Street Address City State
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BusAdr2 City State ZipCode Innovation Aw Field Name	Text Text Text Text Text Text Vards Database -	Mailstop Street Address City State Zip ESP Coordinators Table
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BusAdr2 City State ZipCode Innovation Av Field Name ESP Coordinators Company Market	Text Text Text Text Text Text Vards Database Data Type Text Text Text Text Text	Mailstop Street Address City State Zip ESP Coordinators Table
BusAdr2 City State ZipCode Innovation Aw Field Name ESP Coordinators Company Market Department	Text Text Text Text Text Text Vards Database - Data Type Text Text Text Text Text Text Text Tex	Mailstop Street Address City State Zip ESP Coordinators Table
BusAdr2 City State ZipCode Innovation Av Field Name ESP Coordinators Company Market Department State/Region	Text Text Text Text Text Text Vards Database - Data Type Text Text Text Text Text Text Text Tex	Mailstop Street Address City State Zip ESP Coordinators Table
BusAdr2 City State ZipCode Innovation Av Field Name ESP Coordinators Company Market Department State/Region Phone	Text Text Text Text Text Text Vards Database - Data Type Text Text Text Text Text Text Text Tex	Mailstop Street Address City State Zip ESP Coordinators Table
BusAdr2 City State ZipCode Innovation Av Field Name ESP Coordinators Company Market Department State/Region Phone Fax	Text Text Text Text Text Vards Database - Data Type Text Text Text Text Text Text Text Tex	Mailstop Street Address City State Zip ESP Coordinators Table
BusAdr2 City State ZipCode Innovation Av Field Name ESP Coordinators Company Market Department State/Region Phone Fax Street Address 1	Text Text Text Text Text Text Vards Database - Data Type Text Text Text Text Text Text Text Tex	Mailstop Street Address City State Zip ESP Coordinators Table
BusAdr2 City State ZipCode Innovation Av Field Name ESP Coordinators Company Market Department State/Region Phone Fax Street Address 1 Street Address 2	Text Text Text Text Text Text Vards Database - Data Type Text Text Text Text Text Text Text Tex	Mailstop Street Address City State Zip ESP Coordinators Table
BusAdr2 City State ZipCode Innovation Av Field Name ESP Coordinators Company Market Department State/Region Phone Fax Street Address 1 Street Address 2 City	Text Text Text Text Text Text Text Text Text Vards Database - Data Type Text Text	Mailstop Street Address City State Zip ESP Coordinators Table

Field Name	Data Type	Description
IP ID#	Text	IP Coordinator ID#
FullNameIPC	Text	Coordinator's Full Name
Title	Text	Mr., Ms., Dr., etc.
CompanyName	Text	Company Name
BusAdr1	Text	Mailstop
BusAdr2	Text	Street Address
City	Text	City
State	Text	State
ZipCode	Text	Zip
Phone#	Text	Business Phone
FAX#	Text	Business FAX
		de la companya del companya de la companya del companya de la comp
Queries	ation Awards Da	tabase - Queries
Awards Query		Description
By Date & IPC - Apps Filed		
By Date & IPC - Apps Filed By Date & IPC - Disclosures Filed		
By Date & IPC - Patents Granted		
By Date & IPC - Patents Granted		
Certificates for Publication Awards		
Certificates for Recipients of Filing Awards		
Certificates for Recipients of Issuance Awards Company Order		
DH Mailing Labels - Filing Awards		
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OH of Recipients of Publication Awards		
Disclosure Award Letter		
Disclosure Award Letter Query		
Disclosure Gift Check General Award		
nventor Achievement Award		
nventor Mailing Labels - Filing Awards		
nventor Mailing Labels - Inv Ach Awards		
nventor Mailing Labels - Issuance Awards		
nventor Mailing Labels - Publication Awards		
ssuance Award Winner Check		
Open Filing Awards		
Open General Awards		
Open Inventor Achievement Awards		
Open Issuance Awards		
Open Publications Awards		
Patent Filing Award		
Patent Issuance Award		
Progress Report		
Publications Award		

Recipients of Inventor Achievement Awards	
Recipients of Issuance Awards	
Recipients of Publication	
Innovati	ion Awards Database - Forms
Forms	Description
Awards	
Company Addresses	
ESP Coordinators	
IP Coordinators	
Innovation	on Awards Database - Reports
Forms	Description
Awards	
By Date and IPC - Apps Filed	
By Date and IPC - Disclosures Filed	
By Date and IPC - Patents Granted	
Copy of Recipients of Issuance Awards - Report for Award Mfg	
DH of Recipients of Filing Awards	
DH of Recipients of Inventor Ach Awards	
DH of Recipients of Issuance Awards	
DH of Recipients of Publications Awards	
Disclosure Award letter	
General Award Form	
Inventor Achievement Award Form - 10 issued	
Inventor Achievement Award Form - 5 issued	
Open Filing Awards	
Open General Awards	
Open Inventor Achievement Awards	
Open Issuance Awards	
Open Publication Awards	
Patent Filing Award Form	
Patent Issuance Award Form	
Progress Report	
Publications Award Form	
Recipients of Filing Awards - Sort by Award #	
Recipients of Filing Awards - Sort by Inventor Name	
Recipients of Inventor Achievement Awards - Sort by Award #	
Recipients of Issuance Awards - Sort by Award #	
Recipients of Issuance Awards - Sort by Inventor Name	
Recipients of Publication Awards - Sort by Award #	
Recipients of Publication Awards - Sort by Inventor Name	
Verification Table	

Polic	South Inte	Moetual Dra	more RE	orkošina Do	- Labora	25
BellSouth Intellectual Property Marketing Database						
Status of Opportunity:	L2 - Awaiting	Execution Pre-Tra	nsaction .	<u> </u>	pportunity No.	1
Date Status Changed To	: L1	L2 12/9/	98 EL3	- L4	£L5	
Product/Project Name:	TechNet			Deal Size:	C = LARGE	
Product Group:	Network			Deal Priority:	A = LOW	
Product Type:	Software			Top Deals Rept?		
Type of IP Involved:	Proprietary In	nformation		Est. \$\$\$ Range:		
Patent Status:	Filed			Deal \$\$\$ Value:		
BellSouth Entity:	Dall Courts To					
Sub-entity Name:	Network	lecommunications,	inc.	BIPMARK Lead:	CB	20 - E
BellSouth Contacts:	Bill Smith	· · · · · · · · · · · · · · · · · · ·		BIPMARK Suppo	rt 1:	
Benoodin Contacts.				BIPMARK Suppo	rt 2:	
				BIPMARK Suppo	rt 3:	
Marketing Participant:	Andersen Co	onsulting (to BT, SE	C)	Participant Type	Remarketing	
Address:		والمراجعة والمراجعة والمتحاجة والمراجعة	ni njetičene s pitrati.	Participant Con	acts:	
				Part of the state		
City, State, Zip						
Estimated Availability Date	() 1/	1/99				
Description of Opp.:						
						囊
		स्वरूपक्षम् अ <u>वस्य स्वरूपम्</u> यस्य				
Status of Deal:		•		-		
Background of Deal:	-		·		The part of the second	***
						靐
IT Platform:			version of the second	aen erestina elaciametra		
			· /			
Financial Analysis:						
	संस्था संस्कृतकार				The second second	
Competitive Analysis:			• •			
Comments for	and the second	र्वे ता व्यवस्थानम् । स्वर्षे १८ ८६ १ द्वा ४ <u>०</u>	ा अञ्चलका अस्टित्	ત્રા <u>ત</u> ્વામાના તેને હતા પ્રત્યાલય છે.	៩៤៤៤២ ប្រជាប់ ១៩៣ ខណ្ឌន៍ ម៉ាក្	- Table 1
Top Deals Report:						
Next Scheduled Follow-Up	Date: 1/15	/99				
Follow-Up Actions to be Ta	ken: Che	ck on status of inve	stigation			

Deals/Potential Opportunities Prioritization of Top Deals Status Product/Project Name Opp # BellSouth Entity

Company Name Lead Support Est. Value Patent Status

Deal Size

Reason/Comments Priority

[L0=Potential Opportunity] [L1=Initial Research in Progress] [L2=Awaiting Exec. Pre-Transaction Report] [L3=Negotiations in Progress] [L4=Awaiting Exec. Agrnt/Transaction Report] [L5=Contract Completed/Closed] Tuesday, December 14, 1999

H. H. H. B. Berry, and A. small of the H. H. H. Hand there there there are the the there are the the there are the

BellSouth Intellectual Property Marketing Corporation Level I (Initial Research in Progress) WIP Report

Date Generated: Tuesday, December 14, 1999

Subsidiary Name Product/Project Name

Opp # Patent Status Company Name

BIPMARK

Lead Support

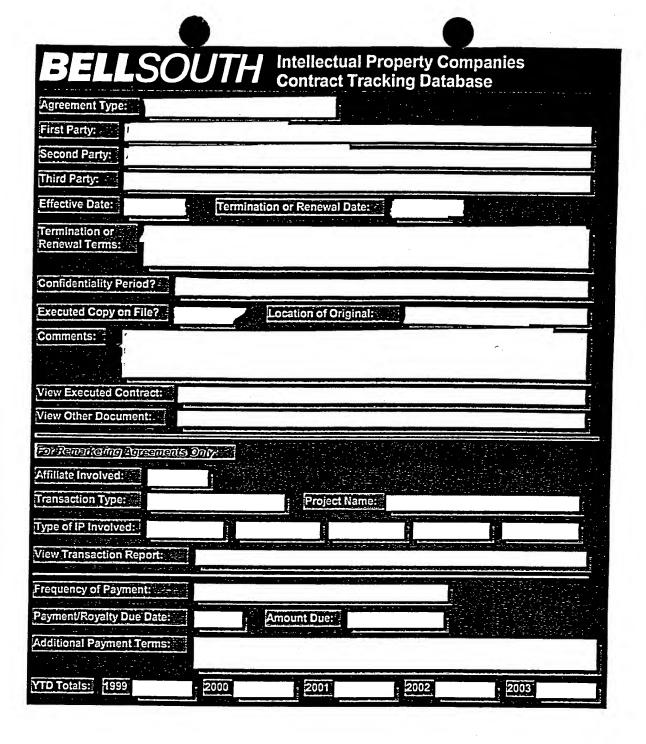
Est. Value

Deal Size

Priority

Date Chgd to 1.1 1

FIG. 31



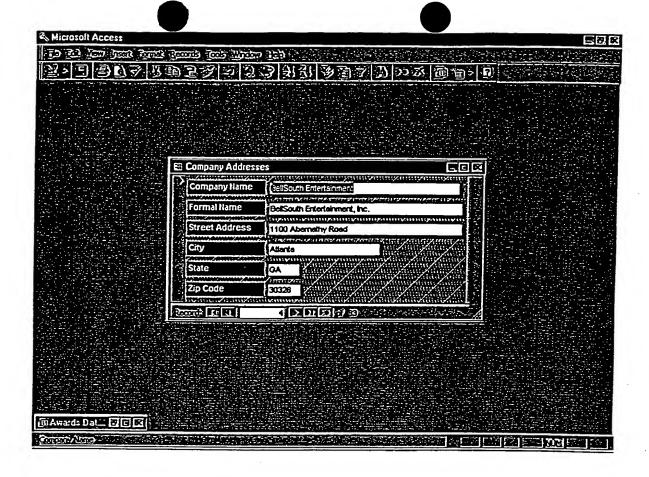
Unexecuted Agreements

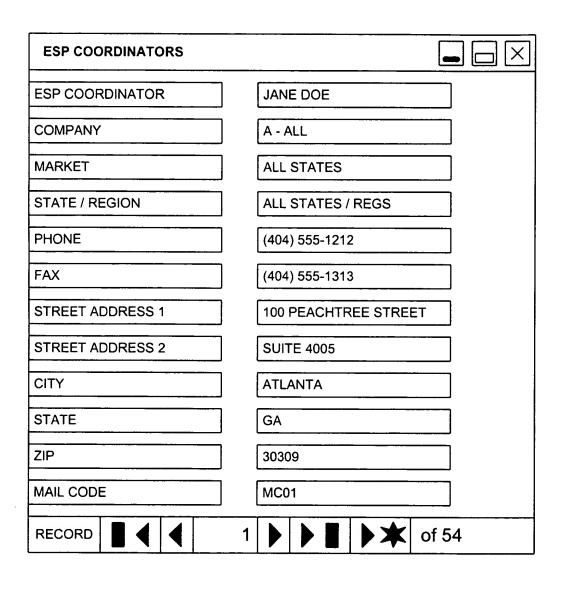
Agreement Type

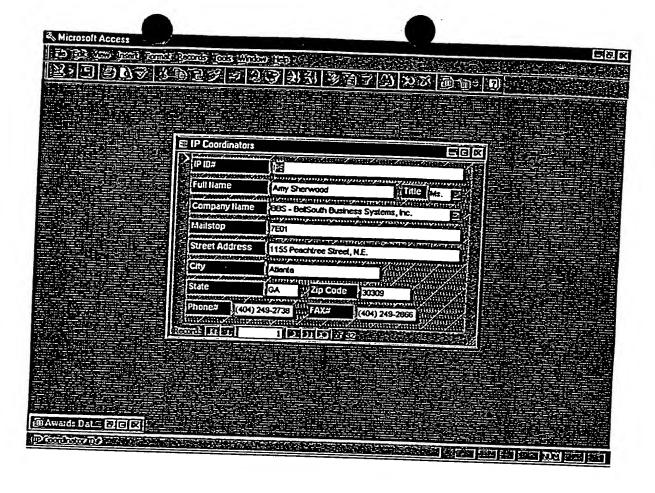
First Party

Second Party

Award # 1 D99-192 Type Sclosure Award	legal Case # 09192 Key # 868
Inventor	morusion.
Tide Mr. Name!	Pione You
Ballsar(6) 20#	FAXNO
Suice	Still BellSouth employee?
Access	P.Coordinator ID 25
State Zione	Les continue de la co
350000	
inventors supervisors	Inventor Department Head S
Title Name .	Quo Namo
Suite	Suite 202
Address	Address /
City State Zip	City State Zip
Disclosure Award E	Filing Award
Title: Sales Information	
Storage/Tracking/Notification	
11/11/99 Disclosure Received by Legal	Pale Application right
11/11/99 Disclosure Received by BIPMAN 13	Date BIPMAN Notified of Filling
11/16/99 Letter(and) Glit Sent to Inventor	Filing Averdreques is and to prof.
GIRLSenit Wooden Pen	Filing Award Payment Cont. Receding
BSCCESP: No Coord Name Name	Filing Award Recognized at Panone
V. SSUance AWard 1	
USA Pagat Number 2	Publication Awardin
Title	Tille/# Publick
Print (dill)	Names
Date Patent Saved	
Date BIPMAN Notified on Issuance (S	Date BIPMAN Notified of Publication
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SS Award Recognized at Banquet [3]	Confirmation of Payment Recidents
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lity Ach Award Request Sent to Poly	General Avary (Tenues IS entro) P.
inv Ach Award Payment Cont (Reck)	Center I Availate Payment Cont. Res (1)
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General Notes	
FIG. 34	
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Innovation Award Request Patent Filing Award

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9

PRIVATE/PROPRIETARY/LOCK

Contains Private and/or Proprietary Information. May not be used or disclosed outside the BellSouth Companies except pursuant to a written agreement. Must be stored in locked files when not in use.

MEMORANDUM

To:

John E. Lewis

From:

Marcus Delgado

Date:

December 8, 1999

RE:

Notification of Patent Application Filing for

Title:

BellSouth No.:

Filing Date:

The above-referenced patent application was filed in the U.S. Patent and Trademark Office ("PTO") on the filing date shown above. We expect the official filing receipt, including the assigned serial number for this application, within the next several weeks.

We will keep you advised of further progress as the application proceeds through the PTO.

cc: Donna Post

PRIVATE/PROPRIETARY/LOCK

Contains Private and/or Proprietary Information. May not be used or disclosed outside the BellSouth Companies except pursuant to a written agreement. Must be stored in locked files when not in use.

Patents Granted 9/1/99 Through 11/30/99

Patent Title	BSCC - BellSouth Cellular Com Method and System for Automostically
CompanyName	BSCC - BellSouth Cellular Com
Inventor Name	JoAnn Blount (retired)
Legal No.	96013
Award	A99-067

Date Issued 10/ 5/99

US Patent No.

5,963,864

Intellectual Property Management Database System

Name					Company of the Compan		
	ł	:	Relates		:	:	
	8	Description	(KEY)	Location of Data	Editable	Security	Comments
		eep track of each project	PK	System generated	Non-Editable		
		Name of the project		Free Form Entry	Editable		
Status of Project Character		Status of the project		Lookup Table	Editable		
							A version can
	•			Can be system			update when
				generated and/or free			changing status
Status Date Date		Anticipated dates for different status levels		form.	Editable		levels.
	_	Pulls additional information into database, Name,					
Customer	-	Contact, Phone - from People/Address table		Lookup Table	Editable		
		Customer Name					
		Contact					
	_	Phone					
	=-	Party to final contract?					
	<u> </u>	Pulls additional information into database, Name,					
		Contact, Phone, party to final contract - from					
Remarketing Partner		People/Address table		Lookup Table	Editable		
		Company Name					
		Contact					
	_	Phone					
		Party to final contract?					
	_	Pulls additional information into database, Name,					
		Role, party to final contract - from People/Address					
IP Group Personnel	_	table		Lookup Table	Editable		
		Name					
		Role					
Products Character		Pointer back to product table		Lookup Table	Editable		
		Product Name					
		Drop Down Estimate, small, medium and large		Lookup Table	Editable		
Deal Value Number		Actual deal value entered after the deal is closed		Free Form	Editable		
Deal Priority Character	er	low, medium, high		Lookup Table	Editable		
Y/N (or Y/N (or CHAP)		Chack hay decionation as important deal		Froe Form	Editable		
		מוספי מסי מכולווים וואס ומיוול מסיים		1110	Collabora		
Project	ter			Freeform	Editable		
		Next Scheduled Followup Date		Freeform	Editable		
Followup Actions Character		Follow-up Actions to be Taken		Freeform	Editable		
		Responsible Party for Follow-up - Looks at People/Address Table - Potentially allow multiple		:	:		
Responsible Party Character		values		Lookup Table	Editable		

Spill	Character	pointer back to files and file comments		Freeform	Editable		
		File					
		Comments					
Associated Contract		Pointer that pulls information from contract table - including name		Lookup Table	Editable		
		Name					
		Agreement Type					
		Contract Tracking Table	able				
Field Name	Data Type	Description	Relates	l ocation Data	Editable	Security	Commonte
Agreement Number	Number		KEY	System Generated	Non-Editable	1	
Agreement Name	Character			Freeform	Editable		
Agreement Type	Character			Lookup Table	Editable		
Project Number	Number	Key field for linking to marketing opportunities	Potentially a Foreign Key	Potentially a Foreign Key	Non-Editable		
Oction	30	I defend of the Daniel Alberta			i i		Should be able
raines	Clalacte	COORD TO PEOPLE/Address lable		Lookup Lable	Editable		to add to the list
		Company Name					
		Туре					
		Contact					
Effective Date	DATE			Freeform	Editable		
Termination/Renewal Date	DATE			Freeform	Editable		
Termination/Renewal Terms	Character			Freeform	Editable		
<u>Q</u>	Character	List of IP Involved; pop-up box to add IP pointers, IP Tyne Name Ref #	Potentially a Foreign	Potentially a Foreign	o ide		User can modify which IP is
		IP Type	(a)				000
		Name					
	<u> </u>	Ref. #					
Exclusivity	Character	values: exclusive, non-exclusive		Lookup Table	Editable		
Form of Agreement	Character	values: Distribution License, Straight Use License, Strategic Agreement		Lookup Table	Editable		
Description	Character			Freeform	Editable		
Type of Revenue	Character	values: cash, savings, cash & savings		Lookup Table	Editable		
Unique T&C	Character			Freeform	Editable		
Frequency of Payment	Character			Lookup Table	Editable		
Reason for Termination	Character			Freeform	Editable		
Type of License	Character	Do we still want this?not on screen shots		Lookup Table			
							This can be a
Confidentiality Period	DATE			Freeform	Editable		date.

File	Character	Pointer to attached files and comments		Freeform	Editable		
		File Name					
		Comments					
Product	Character						
		Dainter to Dall Court Business Half and Description					
BellSouth Business Unit	Character	Pointer to beingouth business Unit and Koyaity Percentage		Lookup Table	Editable		
		BellSouth Business Unit					
		Royalty Percentage					
Notice Date	Date						
Customers Party to Contract	Character						
Parties to Contract	Character						
Underlying Ip of Product	Character						
Action	Character	Button (field) that points to information in the action table		Lookup Table			
		Expected Due Date					
		Actual Date					
		Action Type (Lookup)					
		Expected Amount					
		Actual Amount					
		Expected Action					
-		Actual Action					
		Internal Contact					
		External Contact					
		Comments					
Comments	Character			Freeform			
		IP TABLE (Trade Secrets or Copyrights)	opyrights)				
			Relates				
Field Name	Data Type	Description	(KEY)	Location Data	Editable	Security	Comments
# di	Number	System Generated	Primary Key	Primary Key	Non-Editable		
ІР Туре	Character	TS or Copyright or Both		Lookup Table	Editable		
IP Name	Character			Freeform	Editable		
BellSouth Sub-entity	Character			Freeform	Editable		
BellSouth Business Unit	Character			Lookup Table	Editable		Could also be freeform
IP Description	Character	Freeform comments		Freeform	Editable		
Associated Files Attached	Character	Pointer to electronic file and comments		Freeform	Editable		
		File Name					
		Comments					
Copyright Filed?	Character	Build Lookup N/A, Yes or No.		Lookup Table	Editable		

							Section 1 and 1
Field Name	Data Type	Description	(KEY)	Location Data	Editable	Security	Comments
Product Description	Character	Product Description		Freeform	Editable		
Product Number	Number	System Generated	Primary Key	Primary Key	Non-editable		System Generated
BellSouth Sub-entity	Character			Freeform	Lookup Table		
BellSouth Business Unit	Character	Allow multiple values		Lookup Table	Editable		Could also be freeform
BellSouth Contacts	Character	Pointer to People/Address Table, Name, Phone and Position (e.g., role)		Freeform	Editable		
		Name					
		Phone #					
		Position					
List of Patents	Character	Pointer to CPI Patent Database Records		CPI System	Editable		
		Status					
		Docket #					
		Country					
		App. #					
		Filing Date					
		Patent #					
		Issue Date					
		Inventor					
		Comments - Not sure if in CPI					
List of TM	Character	Pointer to CPI TM Database Records		CPI System	Editable		
		Status					
		Mark					
		Country					
		App. #					
		Docket #					
		Filing Date					
		Reg. #			,		
		Reg. Date					
		Renewal Date					
		Comments - Not sure if in CPI					
List of Trade Secrets & Coovrights	Character	Pointer to IP Table		Lookup Table	Editable		
		Name					
		Description					
		BellSouth Sub-entity					
		BellSouth Business Unit					
		7 4					

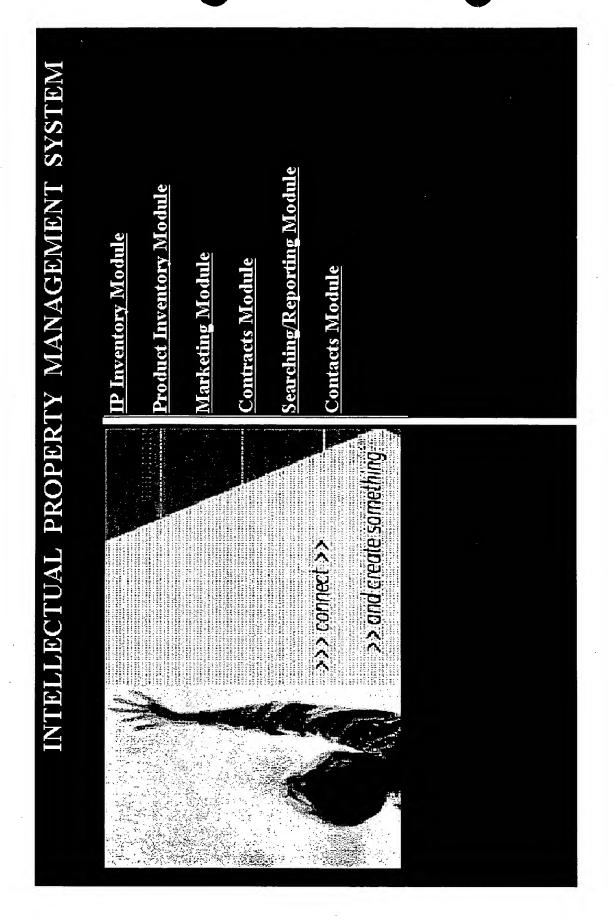
Date Available for Sale	IDATE			Freeform	Editable		
Technical Requirements	Character			Freeform	Editable		
Product Name	Character	allow multiple values		Freeform	Editable		
i todact ivallie	Oligiació	allow illumpe values		Licelogiii	Editable		
Files	Character	pointer to files and comments		Lookup Table	Editable		
		File Name					
		Comments					
		Patents Table (CPI)-Used in IP Table	in IP Table				
Field Name	Data Type	Desc	Relates (KEY)	Location Data	Editable	Security	Comments
Patent #							
Issue Date							
Inventor							
Status							
Docket #							
Title							
Country							
App #							
Filing Date							
Comments		This may not be in CPI					
		Trademark Table (CPI) Used in IP Table	d in IP Table				
Field Name	Data Type	Description	Relates	l ocation Data	Editable	Cocurity	Commonte
J.CN	adf. mma		(1)	Location Data	- Cultable	Security	Comments
Doc #							
Neg. # Registration Date		On the state of th					
Status							
App #							
Docket #							
Country							
Filing Date							
Renewal Date							
Comments		This may not be in CPI					
		Corp/Org, Table					
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments
Name							
Туре		IP Group, Remarking, Customer, Alliance					

		People/Address Table	e				
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments
Org	1000000						
Name							
Phone							
Address							
Comments							
Position							
Roles Lookup Values	10						
Contact							
Research							
Other							
Contact Lookup Values	SS						
IP Group Personnel							
End Users/Customers							
BellSouth Business Unit							
Status Lookup Values	S	Used in Marketing Module					
Conduct Initial Research							
Conduct Market Research and							
Analysis							
Develop marketing plan &							
package							
Sell product							
Negotiate contract							
Complete & approve transaction							
report							
Execute contract							
Set up maintenance plan							
Close out project							
		Used in IP Inventory Module, Product Inventory					
BellSouth Business Units Lookup Values		Module					
BASC (Affiliate Service Corp.)							
BBI (Billing Inc.)							
BBS (Business Systems)							
BPC (Public Communications)							
BSC (Corporate)				-			
BSCC (Cellular)							
BSE (Entertainment)							
BSI (International)							
BSNET (.Net)							
BST (Telecommunications)							

BAPCO (Advertising and		
Publishing)		
BAT (Applied Technology)		
BCS (Communication Systems)		
BWD (Wireless Data)		
pe Lookup Values	Used in Contract Module	
Administrative Services		
Agreement		
Master Licensing Agreement		
Sublicensing Agreement		
Services Agreement		
Sublease Agreement		
Consulting Agreements		
Recruiter Agreements		
Remarketing Agreements		
Freq. of Payments Lookup Values	Used in Contract Module	
One-time		
Development/Maintenance		
Savings		-
One Time Up-Front License Fee		
One Time Up-Front License Fee		
w/ Future Royalties Due		
Monthly Report/Royalty Payment		
Quarterly Report/Royalty Payment		
A control of the Country of the Coun		
Annual Report Royalty Payment		

		ACTION TABLE					
			Relates				
Field Name	Data Type	Description	(KEY)	Location Data	Editable	Security	Comments
Action Due Date	Date	problems on the first party of		Freeform			
Action Type	Character			Freeform			
Expected Amount	Number			Freeform			
Expected Action	Character			Freeform			
							This can be
BellSouth Sub-entity	Character			Freeform			business unit.
Royalty Expected Due Date	Date			Freeform			
Royalty Actual Date	Date			Freeform			
Royalty Action Type	Character			Lookup Table			
Royalty Expected Amount	Number			Freeform			
Royalty Actual Amount	Number			Freeform			
Royalty Expected Action	Character	1.3.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1		Freeform			
Royalty Actual Action	Character			Freeform			
Royalty Internal Contact	Character			Lookup Table			
Royalty External Contact	Character			Lookup Table			
Royalty Comments	Character			Freeform			
Start Date	Date			Freeform			
End Date	Date			Freeform			
Period	Character			Lookup			

		Contacts TABLE					
			Relates				
Field Name	Data Type	Description	(KEY)	Location Data	Editable	Security	Comments
Company Name				Freeform			
BellSouth Sub-entity				Freeform			
		IP Group, Remarketing, Customer, Alliance, Bellsouth					
Туре		Internal					
Events		Pointer to Events table		Freeform			
		Date					
		Comments					
		Attached Files					
Contacts							
		Name					
		Title					
		Country					
		Address1					
		Address2					
		City					
		State					
		Zip					
		Phone					
Individual Contact Events		Pointer to Individual Contact Events Table					
		Date					
		Comments					
		Attached Files					



INI	INTELLECTUAL PROPERTY MANAGEMENT SYSTEM
P Inventory Product Inventory	Inventory Marketing Contracts/Agreements Searching/Reporting Contacts
IP Inventory Module	IP Inventory
Create New Trade Secret or Copyright Record	Please choose an option from the menu bar on the left.
View Inventory	
Search Inventory	

I	INTELLECTUAL PROPERTY MANAGEMENT SYSTEM
P Inventory Pr	Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts
IP Inventory Module	Create/Edit Trade Secret/Copyright
Create New Trade Secret or Copynight Record	TP # Copyright Filed 📉
View Inventory	IP Name
Search Inventory	Type
	BellSouth Business Unit
	BellSouth Sub-entity
	IP Description
	Associated Files Attached
	File to Attach
	File Name Comments
	Submit

INTE	INTELLECTUAL PROPERTY MANAGEMENT SYSTEM
IP Inventory Product Inventory	ventory Marketing Contracts/Agreements Searching/Reporting Contacts
IP Inventory Module	
Create New Trade Secret or Copyright Record	Patents
View Inventory	Sort By M/A
Search Inventory	Trademarks
	Sort By N/A
	Trade Secret & Copyrights
	Sort By N/A
	Submit Cancel .

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Contracts/Agreements Searching/Reporting Contacts View Inventory pyrights **2**. <u> Marketing</u> Cancel App # Sort By Filing Date Issue Date Trade Dounes Trader Patent# Docket # Status Default Status Name Sort By N/A Submit **Patents** Product Inventory Sort By Create New Trade Secret or IP Inventory Module Copyright Record IP Inventory Search Inventory View Inventory

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts View Inventory Sort By N/A N/A N/A N/A Trademark Name TM # Registration Date Default **Trademarks** Sort By Status Sort By N/A Submit Patents Create New Trade Secret or IP Inventory Module Copynight Record Search Inventory View Inventory

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts View Inventory Trade Secret & Copyrights Submi BellSouth Entity Business Unit IP# Description Default **Trademarks** Sort By N/A N/A Sort By N/A Sort By N/A **Patents** Create New Trade Secret or IP Inventory Module Copyright Record IP Inventory Search Inventory View Inventory

HLINI	INTELLEC	TUAL	PRO	PEER	TUAL PROPERTY MANAGEMENT SYSTEM	ANAG	EME	NT S	YSTE	M	
P Inventory Product Inventory	nventory	Marketing		ntracts/A	Contracts/Agreements Searching/Reporting	s Search	ing/Repo		Contacts		
IP Inventory Module	Viev	w Inventory	ento								
	<u>Patents</u>				And the state of t	ere a real and a real					
Create New Trade Secret or Copyright Record	Status	Dodzet #	Country	App.#	Filing Date	Patent #	<u>Isrue Date</u>	hvertor	Title Cor	Comnents	
View Inventory	Daa	Defta	Data	Data	Data	Data	Data	Das	Data	Data	
Search Inventory	Tradem	narks									
	Status Data	Mark Data	Country Data	Dodost # Data	Αυν# Deta	Filing, Date Data	Reg. # Data	Reg. Date Data	Renewal Date Comments Data Data	Conmands Data	
	Trade Secrets & Copyrights	ecrets &	Copyri	ghts							
	<u>Name</u> Data	38 <u>Re</u>	Description Data	tion a	BellSouth Entity Data	Entity	<u>Business Unit</u> Data	Unit	<u>IP#</u> Data		

INI	INTELLECTUAL PROPERTY MANAGEMENT SYSTEM
PInventory Product Inventory	t Inventory Marketing Contracts/Agreements Searching/Reporting Contacts
IP Inventory Module	Search Inventory
Create New Trade Secret or Copyright Record	Patents - CPI System
View Inventory	Trademarks - CPI System
Search Inventory	Trade Secrets & Copyrights

INTEL	INTELLECTUAL PROPERTY MANAGEMENT SYSTEM
Thventory Product Inventory	ventory Marketing Contracts/Agreements Searching/Reporting Contacts
IP Inventory Module	Search Patents
Create New Trade Secret or Copyright Record View Inventory Search Inventory	Status Filing Date Docket # Patent # Country Issue Date App. # Title Inventor Comments

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Pinventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts Status Locket flag Country App # Filing Date Patent # Loste Inventor Title Comments Data Search Patents Results Create New Trade Secret or IP Inventory Module Copyright Record Search Inventory View Inventory

	LLECTUAL PROPERTY MANAGEMENT SYSTEM
IP Inventory Product Inventory	ventory Marketing Contracts/Agreements Searching/Reporting Contacts
IP Inventory Module	Search Trademarks
Create New Trade Secret or Copyright Record View Inventory Search Inventory	Status Filing Date Mark Reg # Country Reg Date Docket # Renewal Date App. # Comments Search All Fields Search Cancel

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts Status Mark Country Docket App# Filing Reg.# Date Reg. # Reg. # Reg. # Date Comment Data Search Trademark Results Status Mark Country Docket App# Create New Trade Secret or IP Inventory Module Copyright Record Search Inventory View Inventory

INTELLECT	LECTUAL PROPERTY MANAGEMENT SYSTEM
P Inventory Product Inventory	entory Marketing Contracts/Agreements Searching/Reporting Contacts
IP Inventory Module	Search Trade Secret/Copyright Issue
Create New Trade Secret or Copyright Record	IP# Copyright Filed N/A Carrow Copyright Filed N/A Carrow C
View Inventory	IP Name
Search Inventory	IP Type N/A
	BellSouth Business Unit
	BellSouth Sub-entity
	IP Description
	Full Text File Search
	Search Cancel

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	duct Inventory Marketing Contracts/Agreements Searching/Reporting Contacts	e <u>Search Results</u>	Trade Secrets & Copyrights	Name Type BellSouth BellSouth Sub- Business Unit entity	<u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u>	
INTELLECTUAL PR	Product Inventory Marketing		Trad		<u>Data</u>	
	IP Inventory	IP Inventory Module	Create New Trade Secret or Copyright Record	View Inventory		

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM | Product | Marketing Contracts/Agreements | Searching/Reporting Contacts | Inventory Inventory | Product Inventory Create New Product

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM 4 Product Marketing Contracts/Agreements Searching/Reporting Contacts Product Number 1234343 BellSouth Sub-entity Create/Edit Product BellSouth Contacts BellSouth Business Unit Date Available for Sale Technical Requirements Product Description Product Name Inventory Inventory View Products Inventory Create New Search For View/Edit Contacts Product Module Product Product

BellSout	outh Contacts	cts						
Name Add Contact	101	Phone #		Positi Remove Contact	Position Sontact	uo li		
List of IP	d							
Patents								
Status	Docket#	Country	App.# Filing Date	Patent #		ıtor Tit	Inventor Title Comments	nents
Add Patents	T S S S S S S S S S S S S S S S S S S S			Remove Patents	atents			
Trademarks								
Status	Mark	Country	Docket# App#		Filing Reg. Date #	Reg. Date	Renewal Date	Comments
Add Trad	Trademarks			Remove Trademarks	Tradem	larks		
Trade Secret	ecrets & Copyrights	hts			are a real and a real			

Trade Secrets & Copyrights	<u>ıts</u>			
<u>Name</u>	Description	BellSouth Sub-Entity	Business IP#	
Add TS or Copyright	Remove TS:or:Copyright	opyright Create TS/Copyright	opyright	
Associated Files Attached				
File to Attach	Browse	Remove File		
File Name	<u>a</u>	Comments		
Submit Cancel				

INTELL	INTELLECTUAL PROPERTY MANAGEMENT SYSTEM
IP Product Inventory	Narketing Contracts/Agreements Searching/Reporting Contacts
Product Inventory Module	View Products
Create New Product View A View Products Unit Search For Product View A View/Edit Advan	View All Products View All Products Sorted By BellSouth Business Unit View All Products for Specific BellSouth Business Unit Advanced View

INTELL	INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	RTY MANAGEN	MENT SYSTEM
<u>Product</u> Inventory Inventory		Marketing Contracts/Agreements Searching/Reporting Contacts	rting Contacts
Product Inventory Module	View All Products		
Create New Product View Products	<u>Name</u> Data	BellSouth Business Unit Data	Description Data
Search For Product View/Edit			
Contacts			

INTERL	INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	ENT SYSTEM
Product Inventory	uct tory	ng Contacts
Product Inventory Module	View All Products by BellSouth Business Unit	ess Unit
Create New Product View Products Search For Product	BellSouth Business Unit Name Data Data	<u>Description</u> Data
View/Edit Contacts		

View All Products By Specific BellSouth Business Unit INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Product Marketing Contracts/Agreements Searching/Reporting Contacts **BSNET** BASC BSCC BSC BSE BBS BPC BellSouth Business Unit: Submit Inventory Inventory View Products Inventory Create New Search For Product Product Module View/Edit Contacts Product

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Description Data View All Products By Specific BellSouth Entity <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Inventory Inventory Name Data BellSouth Entity Data View Products Inventory Create New Search For Product Module View/Edit Product Contacts Product

INTERLIBECTUAL PROPERTY MANAGEMENT SYSTEM <u>Product</u> <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> View Products Advanced View Cancel 1.) Sort By: N/A 2.) Sort By: N/A 3.) Sort By: N/A Submit View Products Inventory Search For Product Create New Product Module View/Edit Contacts Product

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> View Products Advanced View BellSouth Entity Name Description 1.) Sort By: N/A 2.) Sort By: N/A 3.) Sort By: N/A N/A Submit View Products Inventory Search For Product Create New View/Edit Contacts Product Module Product

INTERLIBECTUAL PROPERTY MANAGEMENT SYSTEM Marketing Contracts/Agreements Searching/Reporting Contacts View Products Advanced View 2.) Sort By: BellSouth Entity 😿 3.) Sort By: Description 1.) Sort By: Name Cancel Submit IP Product Inventory View Products Inventory Search For Product Create New View/Edit Contacts Product Module Product

INTERLIBECTUAL PROPERTY MANAGEMENT SYSTEM Description Data <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> BellSouth Entity View Products Advanced View Data Name Data View Products Inventory Search For Product Create New Module View/Edit Contacts Product

IINTE	INTELLECTUAL PROPERTY MANAGEMENT SYSTEM
<u>IP</u> <u>Product</u> Inventory Inventory	Product Marketing Contracts/Agreements Searching/Reporting Contacts
Product Inventory Module	Search Products
Create New Product	
View Products	BellSouth Business Unit . BellSouth Sub-entity . BellSouth Sub-entity . BellSouth Sub-entity . BellSouth Business Unit .
Search For Product	Date Available for Sale
View/Edit Contacts	Technical Requirements
	BellSouth Contacts

BellSouth C	Contacts								
Name		Phone #			Position	tion			
Add Contact	775i2		Rei	 Remove Contact	ontact				
List of IP									
Patents									
<u>Status</u>	Docket#	Country	App.# Filing Date	Filing Patent Issue Date	t Issue Date	Inventor	or Title	e Comments	ients
Add Patents	86.8		Rei	Remove Patents	atents				
Trademarks									
Status	Mark	Country	Docke	Docket# App#	$rac{ ext{Filing}}{ ext{Date}} rac{ ext{Reg. #}}{ ext{I}} brack 1$	Reg#	Reg Date	Renewal Date	Comments
A SAME AND							1		
Add Trademarks	arks		. Re	Remove Trademarks	radem	arks			
Trade Secrets & Copyrights	c Copyrights								

Trade Secrets & Copyrights			
<u>Name</u>	<u>Description</u>	BellSouth Sub-entity	$rac{\mathrm{Business}}{\mathrm{Unit}} rac{\mathrm{ID}\#}{}$
Add Trade Secrets or (screts or Gopyrights Re	 Remove Trade Secrets or Copyrights	ILS:
Associated Files Attached			
<u>File Name</u>	<u> </u>	Comments	
			THE TRANSPORT OF THE PROPERTY
Full Text File Search			
Search Cancel			

UAL PROPERTY MANAGEMENT SYSTEM	Marketing Contracts/Agreements Searching/Reporting Contacts	Product Search Results		Product Name Data1			
INTERPREDETION	<u>IP</u> <u>Product</u> Inventory Inventory	Product Inventory Module	Create New Product	View Products	Search For Product	View/Edit Contacts	

INTERLIBETION PROPERTY MANAGEMENT SYSTEM OD BellSouth Business Unit Main Unit Product Marketing Contracts/Agreements Searching/Reporting Contacts Position Director Product Name Product 1-800-555-1212 Phone # Date Available for Sale 2/14/2000 BellSouth Contacts BellSouth Sub-entity Entity Technical Requirements Product Number 12323 Product Description View Product Howard Johnson List of IP Name Inventory Inventory View Products Inventory Create New Search For View/Edit Contacts Product Module Product Product

List of II	Ь				
Patents					
Status	Docket#	Country	App.# Filing Po	atent Issue Inventor	Title Comments
Trademarks					
<u>Status</u>	Mark	Country	Docket# App#	$p_{H}^{\mu} \frac{\text{Eiling}}{\text{Date}} \frac{\text{Reg.} \#}{\text{Date}}$	L <u>Renewal</u> <u>Comments</u>
Trade Secrets & Copyrights	ts & Copyrig	<u>ehts</u>			
Na	<u>Name</u>	Des	Description	BellSouth Sub-entity	$rac{ ext{Business}}{ ext{Unit}} rac{ ext{P}\#}{ ext{D}}$
Associated Files Attached	iles Attache	p			
	File Name	<u>me</u>		Comments	nts
Edit					

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Please choose an option from the menu bar on the left. **Marketing** Search/Report Projects Create New Project View/Edit Contacts View/Edit Project

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Product Marketing Contracts/Agreements Searching/Reporting Contacts D Project # 121232 Deal Priority Status Date Deal Size Follow-up Actions **Create New Project** Include in Top Deals Report 📋 Description of Project Responsible Party Follow-up Date Project Name Deal Value Products Status Inventory Inventory View/Edit Contacts View/Edit Project Search/Report Projects Marketing Create New Project Module

Products				
Product Name	me			
Add Product	Remove Product	TOTAL TOTAL CONTROL OF THE PARTY OF THE PART		
Customer				
Customer Name	Contact	Phone	Party to Final Contract	
Add Customers	Remove Customers			
Remarketing Partners				
Company Name	Contact	Phone	Party to Final Contract	
Add Parmer Re	Remove Partner			
IP Group Personnel				

FIG. 86

INTERLIBECTUAL PROPERTY MANAGEMENT SYSTEM <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> D View Projects Default Search Cancel 2.) Sort By: N/A 1.) Sort By: N/A 3.) Sort By: N/A **Custom Sort** Submit View/Edit Project Search/Report Marketing Create New View/Edit Contacts Module Projects **Project**

INTELLECTUA	ECTUA		PROPERTY MANAGEMENT	/ MAN	VAGEN		SYSTEM
Product Inventory	ict ory	ting Contra	cts/Agreeme	ents Search	ing/Report	ing Contracts/Agreements Searching/Reporting Contacts	
Marketing Module	View P	View Project-Results	kesults				,
<u>Create New</u> <u>Project</u>	Project	Customer	Droduct	Status	Deal	Doct Welve	
View/Edit Project	Name Data1	Data2	Data3	Data4	Priority Data5	Data6	
<u>Search/Report</u> <u>Projects</u>							
View/Edit Contacts							

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Product Marketing Contracts/Agreements Searching/Reporting Contacts **3** Follow-up Actions Action Status Date 2/2/2000 Deal Priority Low Deal Size Small Project # 12334 Responsible Party Mike Stevens Status Conduct Initial Research Include in Top Deals Report 🔳 Follow-up Date 2/2/2000 Product Name Deal Value \$1.2 Billion Description of Project Project Name Name View Project **Products** Inventory Inventory Search/Report Marketing Create New Module View/Edit View/Edit Projects Contacts Projects Project

Customer

Product

Customer				
Customer Name	Contact	<u>Phone</u>	Party to Final	
BM	John Jim	212-555-1212		
Remarketing Parmers	ers			
Company Name	Contact	Phone	Party to Final	
IBM	Bob Smith	212-555-1212		
P Group Personnel	1			
Name		Role		
Associated Files Attached	Mached			
<u>File Name</u>	<u> Vame</u>	Comments		
Contract Records				
Contract Name	t Name	Agreement Type	<u> </u>	
			The state of the deposition of the state of	

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Remarking Partner Company Name 1.) Sort By: Customer Company Name 3.) Sort By: Customer Company Name Customer Company Name IP Group Personnel 2.) Sort By: Product Name Product Name Deal Priority Deal Value View Projects Deal Size Default Search Custom Sort Submit View/Edit Project Search/Report Marketing Create New Module View/Edit Contacts Projects Project

YSTEM				
L PROPERTY MANAGEMENT SYSTEM	ng Contacts		Product Data6	
VAGEM	ng Contracts/Agreements Searching/Reporting Contacts		Customer <u>Data5</u>	
Y MAN	nents Search		Project # Data4	
OPERT	acts/Agreen	-Results	Criteria 3 Data3	·
AL PR	eting Contr	View Projects-Results	1 Criteria 2 Data2	
ECTU	luct <u>ıtory</u> Marketi	View I	Criteria 1 <u>Data1</u>	
INTELLECTUAL	TP Product Inventory	Marketing Module	Create New Project View/Edit Project	Search/Report Projects View/Edit Contacts

INTERLEGICAL PROPERTY MANAGEMENT SYSTEM <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> 12 D. Follow-up Actions Deal Priority Status Date Deal Size Project# Include in Top Deals Report 📋 Product Name Description of Project Responsible Party Edit Project Follow-up Date Project Name Deal Value **Products** Status Search/Report Marketing Create New View/Edit Contacts View/Edit Module Projects Project Project

FIG. 94

	<u>Products</u>				
	Product Name	9			
	Add Product Re	Remove Product			
	Customer				
	Customer Name	<u>Contact</u>	Phone	Party to Final Contract	
	Add Customers	Remove Customers			
	Remarketing Parmers				
	Company Name	Contact	Phone	Party to Final Contract	
	Add Parmer Re	Remove Partner			
FIG. 95	P Group Personnel				

P Group Personnel			
<u>Name</u>	Role		
Add IP Personnel	Remove IP Personnel	la ma	
Associated Files Attached	<u>hed</u>		
File to Attach	Browser	Remove File	
<u>File Name</u>		Comments	
Contract Records			
Contract Name		Agreement Type	
Create Contract	Add Associated Contract		
Submit Cancel			

INTERLIBETION PROPERTY MANAGEMENT SYSTEM **d** Ž 7 (1) D Marketing Contracts/Agreements Searching/Reporting Contacts Deal Priority N/A Deal Size N/A Status Date Project# Follow-up Actions Project Search/Reports Include in Top Deals Report 📋 Responsible Party Follow-up Date Project Name Description Status N/A of Project Deal Value X/X Inventory Inventory Product Remarketing Status Level Standard Project Create New Project Top Deals Customer View/Edit Project Report Report Report Search/Report Marketing Module Reports Projects

View/Edit Contacts

Entity Report Product Name

Products

BellSouth

Report View/Edit Contacts	Product Name	ıme			
	Add Product: R	Remove Product			
	Customer				
	Customer Name	Contact	<u>Phone</u>	Party to Final	
	Add Customer	Remove Customer			
	Remarketing Partners				
	Company Name	Contact	Phone	Party to Final	
**************************************	Add Remarking Partner		Remove Remarking Partner		
transpired and the second and the second	P Group Personnel				

FIG. 98

		20.110, 200100.00						
	Role	Remove IP Group Personnel	Comments			Agreement Type	Remove Contract Record	
P Group Personnel	Name	Add IP Group Personnel	Associated Files Attached File Name	Full Text File Search	Contract Records	Contract Name	Add Contract Record Remov	Search Cancel

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM d D Þ **4 b** Deal Size | Medium Product Marketing Contracts/Agreements Searching/Reporting Contacts Deal Priority | high Status Date Project# Complete & approve transaction report Conduct market research and analysis Develop marketing plan & package Project Search/Reports Include Complete and approve PTR Follo Set up maintenance plan Deal V Conduct Intial Research of Pro Negotiate contract Close out Project **Execute** contract Responsible Party Descri Sell product Project Name Status N/A Products Inventory Inventory Remarketing Status Level Standard Project Create New Project Top Deals View/Edit Contacts Customer **BellSouth** View/Edit Project Report Report Report Report Entity Search/Report Marketing Reports Module Projects •

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

Product Inventory	Ma	racts/Agreement	s Searching/R	rketing Contracts/Agreements Searching/Reporting Contacts	
Marketing Module	View Project Search Results	earch Results			
Create New Project View/Edit Project	Project Name <u>Data1</u>	<u>Customer</u> <u>Data2</u>	Product Data3	Other Search Criteria Data4	
<u>Search/Report</u> <u>Projects</u>					
Standard Project Reports					
 Top Deals Customer Report Report Status Level Report BellSouth BellSouth Business Unit Report 					
View/Edit Contacts					

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Product Marketing Contracts/Agreements Searching/Reporting Contacts Priority Data11 Deal Size Data10 Dataé Data? Datas Data9 Status Product/Project Opp.# BellSouth Patent Company Lead Support Est. | Name | Name | BU Status Name | Name | Value | Name | N Data5 Data3 Data4 Top Deals Report Data2 Data1 Inventory Inventory Create New Project View/Edit Project Search/Report Marketing Module Projects

View/Edit Contacts

Remarketing

Top Deals

Customer

Report

Status Level

Report

BellSouth

Report

Business

Standard Project

Reports

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Marketing Contracts/Agreements Searching/Reporting Contacts Customer Name | Customer Name 🔀 Customer Report Cancel Submit Inventory Inventory Product Remarketing Status Level Standard Project Create New Project Top Deals View/Edit Contacts Customer BellSouth View/Edit Project Business Report Report Report Search/Report Marketing Module Reports Project

	INTELLECT	FUAL PI	ROPERTY	' MANA	CTUAL PROPERTY MANAGEMENT SYSTEM	SYSTEN	
The Inventory Product Inventory	nventory	Marketing	Contracts/Agr	eements Sear	Contracts/Agreements Searching/Reporting	Contacts	
Marketing Module	Customer Report	r Report					
Create New Project	Customer Name Data1	r Product Name Data2	Status Data3	Value Data4	BellSouth Business Unit Data5	Opp.# Data6	
View/Edit Project							
Search/Report Projects							
Standard Project Reports							
• Top Deals • Customer Report • Remarketing Report • Status Level Report • BellSouth Business Unit							

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Marketing Contracts/Agreements Searching/Reporting Contacts Remarking Company Name Company Name 🔀 Remarketing Partner Report Cancel Submit Inventory Inventory Product Remarketing Status Level Standard Project Create New Project Top Deals View/Edit Contacts BellSouth Customer View/Edit Project Business Report Report Report Search/Report Marketing Module Reports Projects

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Marketing Contracts/Agreements Searching/Reporting Contacts Opp.# Data6 BellSouth Business Data5 Unit Value Data4 Remarketing Partner Report Status Data3 Remarketing Product Name Data2 Partner Datal <u>Product</u> Inventory Inventory Remarketing Standard Project Status Level Create New Project Top Deals View/Edit Contacts Customer BellSouth View/Edit Project Business Report Report Report Search/Report Marketing Unit Module Reports Projects • •

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Marketing Contracts/Agreements Searching/Reporting Contacts Status Level Report Status Level N/A Submit IP Product Inventory Remarketing Status Level Standard Project Create New Project • Top Deals View/Edit Contacts Customer BellSouth View/Edit Project Business Report Search/Report Projects Report Report Marketing Reports Module

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Marketing Contracts/Agreements Searching/Reporting Contacts Complete & approve transaction report Conduct market research and analysis ^{രമു} Develop marketing plan & package Complete and approve PTR Set up maintenance plan Conduct Intial Research Negotiate contract Status Level Report Close out Project Execute contract Sell product Status Level N/A Submit Inventory Inventory Product Remarketing Status Level Standard Project Create New Project Top Deals View/Edit Contacts Customer **BellSouth** View/Edit Project Business Report Report Report Search/Report Marketing Reports Module Projects •

INTELLECT	CTUAL PROPERTY MANAGEMENT SYSTEM
Thentory Inventory	Marketing Contracts/Agreements Searching/Reporting Contacts
Marketing Module	Status Level Report
Create New Project View/Edit Project	Level Level Opp# Company Product Remarketing BellSouth IP Group Deal Size Deal Name Name Partner Unit Date Dates Detect Dates Dates Dates Dates Dates Dates
Search/Report <u>Projects</u>	
Standard Project Reports	
 Top Deals Customer Report Report Status Level Report BellSouth BellSouth Business Unit 	
View/Edit Contacts	

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Marketing Contracts/Agreements Searching/Reporting Contacts BellSouth Business Unit Report **BSNET** BSCC BSE BASC BSC BPC BBS BBI BellSouth Business Unit Cancel Submit Inventory Inventory Product Remarketing Status Level Standard Project Create New Project Top Deals View/Edit Contacts Customer BellSouth View/Edit Project Business Report Report Report Search/Report Marketing Module Reports Projects

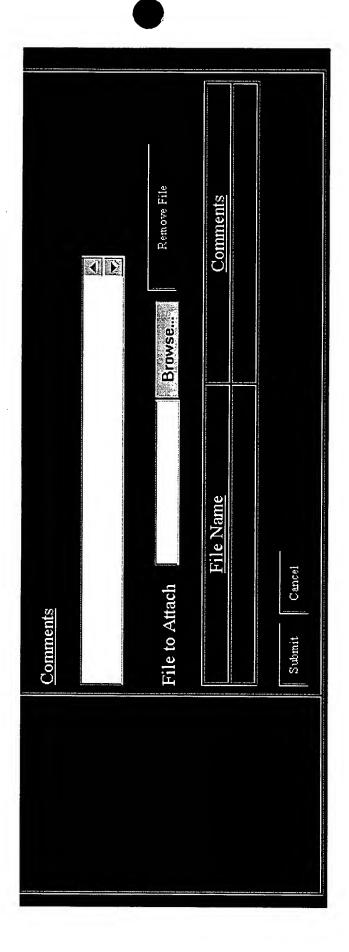
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Marketing Contracts/Agreements Searching/Reporting Contacts BIPMARK Contact Data8 BellSouth Contacts Data7 Customer Remarketing Deal Value Name Partner Data6 Bell South Business Unit Report DataS Data4 Product Name Data3 Data2 Status Datal Entity Name Remarketing Status Level Standard Project Create New Project Top Deals View/Edit Contacts Customer BellSouth View/Edit Project Business Report Report Report Search/Report Marketing Module Reports Projects •

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM <u>Product</u> <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> <u>Inventory</u> <u>Inventory</u> Please choose an option from the menu bar Contracts/Agreements on the left. Search Contracts/Agreements Contract/Agreement View/Edit Contacts Contract Reports

INTERLIBETION. PROPERTY MANAGEMENT SYSTEM Agreement Number 12323 Product Marketing Contracts/Agreements Searching/Reporting Contacts Project Number **(1) (2)** Unique T&C Agreement Form of Add Contract/Agreement Termination or Renewal Terms Contract Summary Đ. Frequency of Payments Agreement Name Type of Revenue Agreement Type Exclusivity | Description Product Contracts/Agreements Inventory Inventory Add Contract/Agreement Contracts/Agreements View/Edit Contacts Contract Reports Search

Termination or Renewal Terms	
Confidentiality Period	Notice Date
Effective Date	
Termination/Renewal Date	Reason for Termination
BellSouth Business Unit	nit
BellSouth Business Unit	Royalty Percentage
Add BellSouth BU Remove BellSouth BU	outh BU
Parties to the Contract	\overline{t}
Company Name	Type Contact
Add Party Remove Party	A

Add Party Rem ove P arty
IP Covered by License
Image: Problem of the control of the
Add Associated IP Remove Associated IP
Actions/Payments Due
Expected Due Due Date Action Type Expected Amount Action Action Action Contact Comments
Add Action Item Remove Action Item Add Internal Party Add External Party
Comments



INTERLIBETUAL PROPERTY MANAGEMENT SYSTEM Agreement Number 12323 <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Project Number (1) E Unique T&C Agreement Form of Add Contract/Agreement Administrative Services Agreement Master Licensing Agreement Remarketing Agreements Sublicensing Agreement Frequency of Payments Consulting Agreements Sublease Agreement Recruiter Agreement Services Agreement Agreement Name Type of Revenue Agreement Type Description Contracts/Agreements Add Contract/Agreement Contracts/Agreements View/Edit Contacts Contract Reports Module Search

INTELLECTIOAL PROPERTY MANAGEMENT SYSTEM Agreement Number 12323 Straight Use License Strategic Agreement Unique T&(Distribution License <u>Product</u> <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Project Number A D Agreement Form of Add Contract/Agreement Contract Summary L Frequency of Payments Agreement Name Type of Revenue Agreement Type Exclusivity Description Product Contracts/Agreements Add Contract/Agreement Contracts/Agreements View/Edit Contacts Contract Reports Module Search

INTERLEGIOAL PROPERTY MANAGEMENT SYSTEM D Agreement Number 12323 Product Marketing Contracts/Agreements Searching/Reporting Contacts Project Number Σ Unique T&C Agreement Form of Add Contract/Agreement Ł. Savings Cash & Savings Contract Summary D. Frequency of Pay Cash Agreement Name Type of Revenue Agreement Type Description Exclusivity Product Contracts/Agreements Inventory Inventory Add Contract/Agreement Contracts/Agreements View/Edit Contacts Contract Reports Search

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Agreement Number 12323 Marketing Contracts/Agreements Searching/Reporting Contacts Project Number Unique T&C One Time Up-Front License Fee w/ Future Royalties Due Agreement Form of One-time Development/Maintenance Savings Add Contract/Agreement **X Quaterly Report/Royalty Payment** One Time Up-Front License Fee Monthly Report/Royalty Payment Annual Report/Royalty Payment Contract Summary Frequency of Payments Agreement Name Type of Revenue Agreement Type Exclusivity Product Contracts/Agreements Inventory Product Add Contract/Agreement Contracts/Agreements View/Edit Contacts Contract Reports Inventory Search

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts Expected Due Date External Contact Start of Period End of Period Repeat Action Type | Termination Notice 🖫 Add Action Expected Amount Expected Action Recurring Actions Internal Contact Comments: Submit Date Contracts/Agreements Module

FIG. 120

NAME OF THE PROPERTY OF	UAL PROPERTY MANAGEMENT SYSTEM
<u>Product</u> Inventory M	Marketing Contracts/Agreements Searching/Reporting Contacts
Contracts/Agreements Module	Add Action
	Action Type Termination Notice Start of Period Expected An Extention Notice Expected An Extention Notice Expected Acted An Expected Acted
	Recurring Actions
	Date Repeat
	Comments:
	Submit Cancel

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Agreement Number Project Number <u>Product</u> <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> (I) D Unique T&C Agreement Form of Search Contracts/Agreements Σ Contract Summary Frequency of Payments Agreement Name Type of Revenue Agreement Type Exclusivity . Description Product Contracts/Agreements Add Contract/Agreement <u>Search</u> Contracts/Agreements View/Edit Contacts Contract Reports Module

	Description	
	Termination or Renewal Terms	
		March
	Confidentiality Period	Notice Date
	Effective Date	
	newal Date	Reason for Termination
	BellSouth Business Units	
	BellSouth Business Unit	Royalty Percentage
	Add BellSouth BU Remove BellSouth BU	
and a second make a second make	Parties to the Contract	
	Company Name Type	<u>Contact</u>
FIG. 122	Add Party Remove Party	

Add Party	arty Remove Party:	
IP Co	Covered by License	
	IP Type Name Ref #	
	Remove IP	
Action	tions/Payments Due	
Expected Act Due Date	Actual Actual Expected Actual Expected Action Internal External Date Action Action Action Contact Contact Image: Contact of the cont	Comments
	Add Action Bemove Action	
Comments	S	
Full Text I	Text File Search	
Submit	Cancel	

FIG. 123

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM <u>Product</u> <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Project# Data4 Agreement Data3 Type <u>Agreement</u> Number Data2 Search Results Agreement Name Data1 Search Contracts/Agreements Add Contract/Agreement View/Edit Contacts Contract Reports

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

<u>M</u> Product Inventory M	Marketing Contracts/Agreements Searching/Reporting Contacts	hing/Reporting Contacts
Contracts/Agreements Module	Contract/Agreement	
Add Contract/Agreement	Agreement Name Name	Agreement Number 12323
Search Contracted American	Agreement Type Contract	Project Number 1234
Contract. Reports	Product Product	
View/Edit Contacts	Contract Summary	
	Exclusivity Exclusive	Form of Agreement Straight Use License
	Type of Revenue Cash	Unique T&C Text
	Frequency of Payments Annual Report	/Royalty Payment
	Description A nice piece of IP	
	Termination or Renewal Terms	
	Confidentiality Period 2/14/2000	Notice Date 2/14/2000

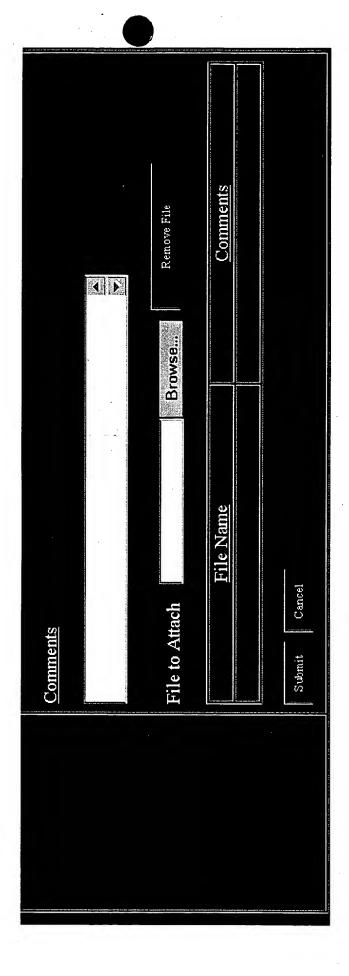
Confidentiality Period 2/1		Notice Date 2/14/2000	
Effective Date 2/14/2000	# 0000/FF	E	
т етпіпаноп/кепеwан Дав	e 2/14/2000 Keason	Keason for 1 ermination None	
BellSouth Business Unit	ess Unit		
BellSouth Business Unit Cellular	s Unit	Royalty Percentage	
Parties to the Contract	ıntract		3 I
Company Name	Type	Contact	
Farty	Kemarking	carer Pare	
IP Covered by License	icense		
IP Type	Name	Ref#	1
Patent	Cell Phone	1234	
Actions/Payments Due	s Due		1

Actions/Payments Due
Expected Actual Date Action Type Expected Amount Date Action Action Action Action Action Action Action Contact Connents
Comments
File Name Comments
Edit.

Þ Dž. INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Agreement Number 12323 Project Number <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Unique T&C Agreement Form of Edit Contract/Agreement Termination or Renewal Terms Contract Summary M Frequency of Payments Agreement Name Type of Revenue Agreement Type Exclusivity Description Product Contracts/Agreements Add Contract/Agreement <u>Search</u> Contracts/Agreements View/Edit Contacts Contract Reports

Termination or Renewal Terms

P Covered by License Name Ref# Add Associated Remove Associated Ref# Action/Payments Due Exercised Action Expected A	
--	--



INTELLECTUAL PROPERTY MANAGEMENT SYSTEM <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Please select a report from the left menu Contracts Reports bar. Termination Report Financial Report By Contract/Agreements BellSouth Business Royalty/Reporting Add Contract/Agreement Requirements By Contracts/Agreements Contracts By Upcoming Contract Reports Period Date Unit Module Search

from the left menu																	
Please select a report from the left menu	bar.																
Search Contracts/Agreements	Contract Reports	Upcoming	<u>Termination Report</u>	Royalty/Reporting	Requirements By	<u>Date</u>	Contracts By	BellSouth Business	Unit	Financial Report By	Period	Financial Report By	BellSouth Business	Unit	Action Report	Party Report	View/Edit Contacts

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Marketing Contracts/Agreements Searching/Reporting Contacts Upcoming Termination Report End Date Period Covered By Report: Cancel Agreement Type Time Period Start Date Search Contract/Agreements Royalty/Reporting Inventory Inventory Add Contract/Agreement Requirements By Product Financial Report Contracts/Agreements Business Unit Contracts By Termination Upcoming Contract Reports BellSouth By Period Report Date Search

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Marketing Contracts/Agreements Searching/Reporting Contacts Contract # Customer Data6 Data5 Upcoming Termination Report Notice Termination Contract Date Date Name Data4 Data3 Data2 Effective Date Data1 Contract/Agreements Financial Report By **BellSouth Business** Termination Report Royalty/Reporting Product Inventory Inventory Add Contract/Agreement Requirements By Contracts/Agreements Contracts By Upcoming Contract Reports Period $\overline{\mathrm{Date}}$ Unit Module Search

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Marketing Contracts/Agreements Searching/Reporting Contacts Royalty/Reporting Requirements By Date Report End Date Period Covered By Report: Cancel Agreement Type Time Period Start Date Search Contract/Agreements Royalty/Reporting nventory Inventory Add Contract/Agreement Product Requirements By Financial Report Contracts/Agreements **Business Unit** Contracts By Termination Upcoming BellSouth By Period Contract Reports Report Date Module Search

INTERLIBECTUAL PROPERTY MANAGEMENT SYSTEM

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Report									
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Contracts By									
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Financial Report By									
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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Marketing Contracts/Agreements Searching/Reporting Contacts BellSouth Business Unit Contracts By BellSouth Business Unit End Date Period Covered By Report: Agreement Type Cancel Time Period Start Date Search Search Contracts/Agreements Upcoming Termination Contracts By BellSouth Requirements By Date Financial Report By Financial Report By BellSouth Business Contract/Agreements Royalty/Reporting <u>IP</u> <u>Product</u> Inventory Inventory Add Contract/Agreement **Business Unit** Action Report Contract Reports Report Period Module

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

Marketing Contracts/Agreements Searching/Reporting Contacts Effective Termination Date Data Period Covered By Report: Date Report Run: Contracts By BellSouth Business Unit Date Data <u>Parties</u> Data Business Name Product Data Name Data Data Unit Contracts By BellSouth Search Contracts/Agreements Upcoming Termination Requirements By Date Financial Report By Royalty/Reporting Product Contract/Agreement Inventory Inventory Add Contract/Agreement Business Unit Contract Reports Report Module

Financial Report By

Period

BellSouth Business

Action Report

Unit

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Marketing Contracts/Agreements Searching/Reporting Contacts End Date Financial Report By Period Period Covered By Report: Cancel Agreement Type Time Period Start Date Search Contract/Agreements Royalty/Reporting Product Inventory Inventory Add Contract/Agreement Requirements By Financial Report Contracts/Agreements Business Unit Contracts By Termination Upcoming BellSouth Contract Reports By Period Report $\overline{\mathrm{Date}}$ Module Search

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

Marketing Contracts/Agreements Searching/Reporting Contacts Contact <u>External</u> Data Financial Report By BellSouth Business Unit Date Due Period Covered By Report: Date Report Run: BellSouth Agreement Expected Actual Business Name Amount Amount Data Data Data Unit Data Parties Data Contracts By BellSouth Search Contracts/Agreements Upcoming Termination Requirements By Date Financial Report By Royalty/Reporting Inventory Inventory Contract/Agreement Product Add Contract/Agreement Business Unit Contract Reports Report

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BellSouth Business

Action Report

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Marketing Contracts/Agreements Searching/Reporting Contacts) Period Covered By Report: Action Report Agreement Type Cancel Time Period Action Type Start Date Sort By: Sort 1: Search Sort 2: Sort 3: OR Search Contracts/Agreements Contracts By BellSouth Upcoming Termination Requirements By Date Financial Report By Financial Report By BellSouth Business Royalty/Reporting Inventory Contract/Agreement Add Contract/Agreement Product **Eusiness Unit** Action Report Contract Reports Report Period nventory Unit Module

FIG. 146

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

Marketing Contracts/Agreements Searching/Reporting Contacts Sort 1: Internal Responsible Party 💌 Sort 2: External Responsible Party 💌 External Responsible Party Internal Responsible Party Period Covered By Report: Contract Name <u>Action Report</u> Agreement Type Due Date Action Type Time Period Start Date Sort By: Sort 3: Search OR Search Contracts/Agreements Contracts By BellSouth Upcoming Termination Requirements By Date Financial Report By Financial Report By BellSouth Business Royalty/Reporting Contruct/Agreement Inventory Add Contract/Agreement Product **Business Unit** Action Report Contract Reports Report Period Unit Inventory Module

INTERLIBETUAL PROPERTY MANAGEMENT SYSTEM

<u>IP</u> Product Inventory Inventory □	Marketing Contracts/Agreements Searching/Reporting Contacts
Contract/Agreement Module	Action Report
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Report	
Royalty/Reporting	
Requirements By	
<u>Date</u>	
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<u>BellSouth</u>	
<u>Business Unit</u>	
Financial Report	
By Period	

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Add Party Marketing Contracts/Agreements Searching/Reporting Contacts End Date ☑ Parties Period Covered By Report: Party Report Agreement Type 📙 Cancel Time Period Start Date Search OR Financial Report By Contract/Agreements Termination Report BellSouth Business Royalty/Reporting IP Product Inventory Add Contract/Agreement Requirements By Contracts/Agreements Contracts By Upcoming Contract Reports Period Date Unit Module Search

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Financial Report By

Period

BellSouth Business

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INTERLIBETION. PROPERTY MANAGEMENT SYSTEM

Marketing Contracts/Agreements Searching/Reporting Contacts Product Inventory Inventory

Seurching/Reporting Module
Contract Reports

Cross Module Searching

Upcoming Termination Report

Royalty/Reporting

Requirements By Date

Contracts By BellSouth Entity

Report

Financial Report By Period

Financial Report By BellSouth

Entity

Action Report

Party Report

Standard Project Reports

Top Deals

Customer Report

Remarketing Report

Status Level Report

BellSouth Entity Report

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

<u>Product</u> <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> <u>Inventory</u>

ting	Cross Module Searching
Contract Reports	Output Display:
Upcoming	Item1
Termination	Item2
Report	Item3
Royalty/Reporting	Item4
Requirements By	Item5
<u>Date</u>	
Contracts By	Where:
BellSouth Entity	Criteria 1
Report	-
Financial Report	
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By BellSouth	Search Cancel
Entity	

Product Marketing Contracts/Agreements Searching/Reporting Contacts INTERPRESENTATE PROPERTY MANAGEMENT SYSTEM Operator | Marketing Opportunties Cross Module Searching Trade Secrets **Trade Secrets** Trademarks **Frademarks** Copyrights Copyrights Contracts Products Patents Patents Output Display: Where: Item2 Item3 Item4 Item5 Item1 Royalty/Reporting Requirements By Inventory Inventory **BellSouth Entity** Financial Report Reporting Module Contract Reports Contracts By Termination Upcoming By Period Report Report Date

FIG. 153

Cancel

Search

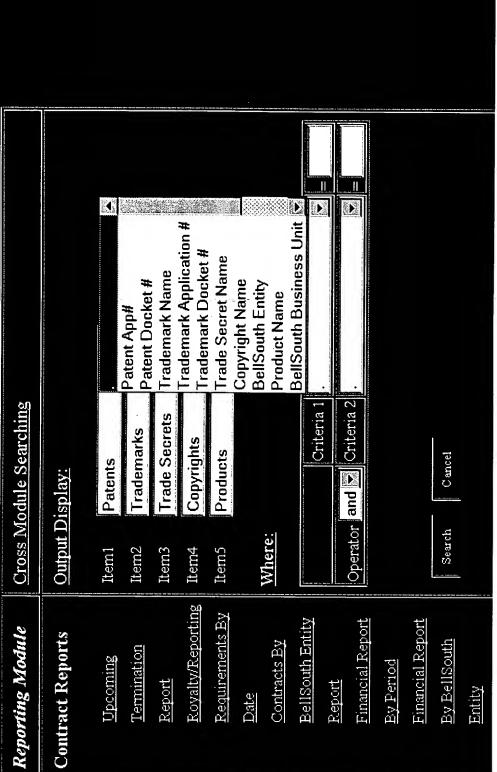
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Financial Report

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

Product Marketing Contracts/Agreements Searching/Reporting Contacts Inventory Inventory



INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

<u>Product</u> <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u>

Reporting Module	Cross M	Cross Module Searching	
Contract Reports	Output Display:)isplay:	
Upcoming	Item1	Patents	Trademark Application # 🗻
Termination	Item2	Trademarks	Trademark Docket # Trade Secret Name
Report	Item3	Trade Secrets	Copyright Name
Royalty/Reporting	Item4	Copyrights	BellSouth Entity Product Name
Requirements By	Item5	Products	BellSouth Business Unit
<u>Date</u>			Contacts Opportunity Name
Contracts By	Where:		Agreement Name
BellSouth Entity	100 to		Agreement Type
Report	ADDRESS OF THE PARTY OF THE PAR		= Nill Signatu Dasiness Onit Nill
Financial Report	Operator and 🔀	and 🔀 Criteria 2	
By Period			
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By BellSouth	Search	Cancel	
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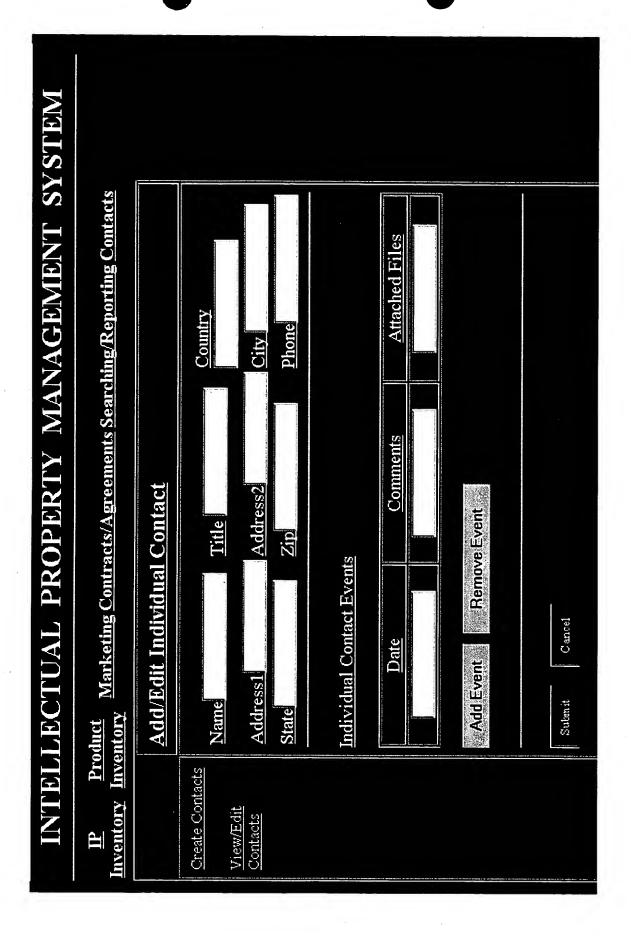
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Product Marketing Contracts/Agreements Searching/Reporting Contacts Customer Parties Data Data Cross Module Searching Marketing Contracts Name Name Data Data Contracts By BellSouth Upcoming Termination Requirements By Date Financial Report By Financial Report By Royalty/Reporting Inventory Inventory BellSouth Entity Reporting Module Contract Reports Action Report Standard Project Entity Report Party Report Top Deals Report Period Reports

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM <u>Product</u> Inventory Inventory Inventory View/Edit Contact Search for Contact Add Contact View/Edit Contacts

Contacts			
Name	Title	Country	
Address1 State	$\frac{\mathrm{Address2}}{\mathrm{Zip}}$	City Phone	
Individual Contact Events			
<u>Date</u>	Comments	Attached Files	
Add Event Remove	Remove Event		
Search Cancel			

EMIENT SYSTIEM	porting Contacts		e Phone a Data
PROPERTY MANAGEMENT SYSTEM	$rac{\Pi}{ ext{Inventory}} = rac{ ext{Product}}{ ext{Marketing Contracts/Agreements Searching/Reporting Contacts}}$	<u>icts</u>	BellSouth Sub-entity Data Name Data Data Data
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INTER	Pro Pro Inventory Inve		Create Contacts View/Edit Contacts

NT SYSTEM	Contacts			-8000		iles . doc		
PROPERTY MANAGEMENT	ing Contracts/Agreements Searching/Reporting Contacts		Country USA	Phone 201-596-8000		Mattached Files presentation.doc		
DPERTY M	icts/Agreements Se	Individual Contact	<u>Title</u> Associate Address2	Zip 07000	nts	Comments Meeting with Tom		
	Market	View/Edit Individua	Name Carter Pate Address1 123 Smith	Ave. <u>State</u> NJ	Individual Contact Events	<u>Date</u> 2/20/2000	Edit	
INTERLIBETION	Product Inventory		<u>Create Contacts</u> View/Edit	<u>Contacts</u>				

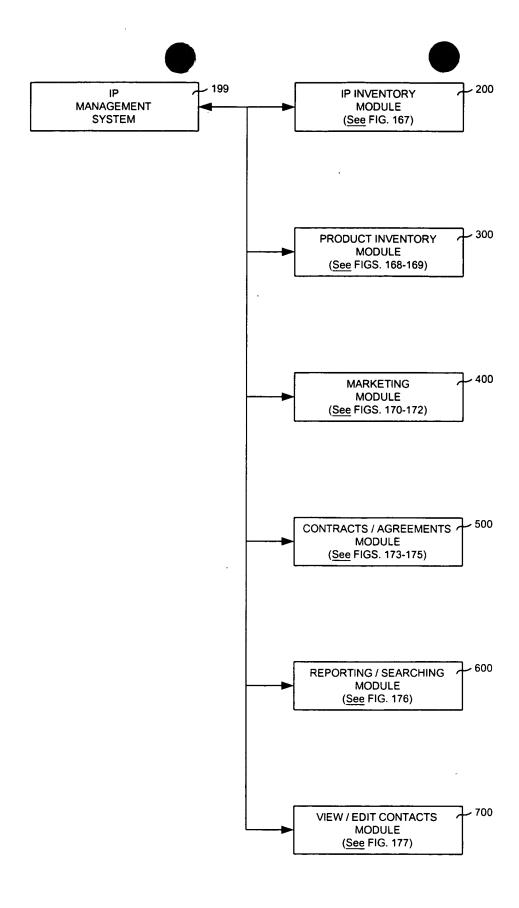


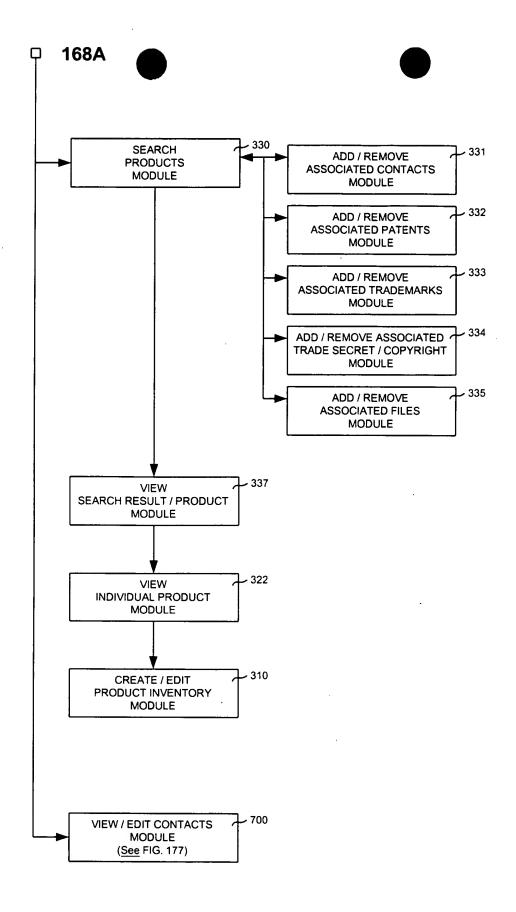
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<u>IP</u> <u>Product</u> Inventory Inventory		Marketing Contracts/Agreements Searching/Reporting Contacts	ing/Reporting Contacts	
	View Contact			
<u>Create Contacts</u>	Company Name Company Name	ny Name		
View/Edit Contacts	BellSouth Sub-entity Entity	tity		
	Type IP Group			
	Events			
	<u>Date</u>	Comments	Attached Files	
	Contacts			
	Name Title Address1 A	Address1 Address2 City State Country Zip Phone Comments	ry Zip Phone Comments	
	Edt			

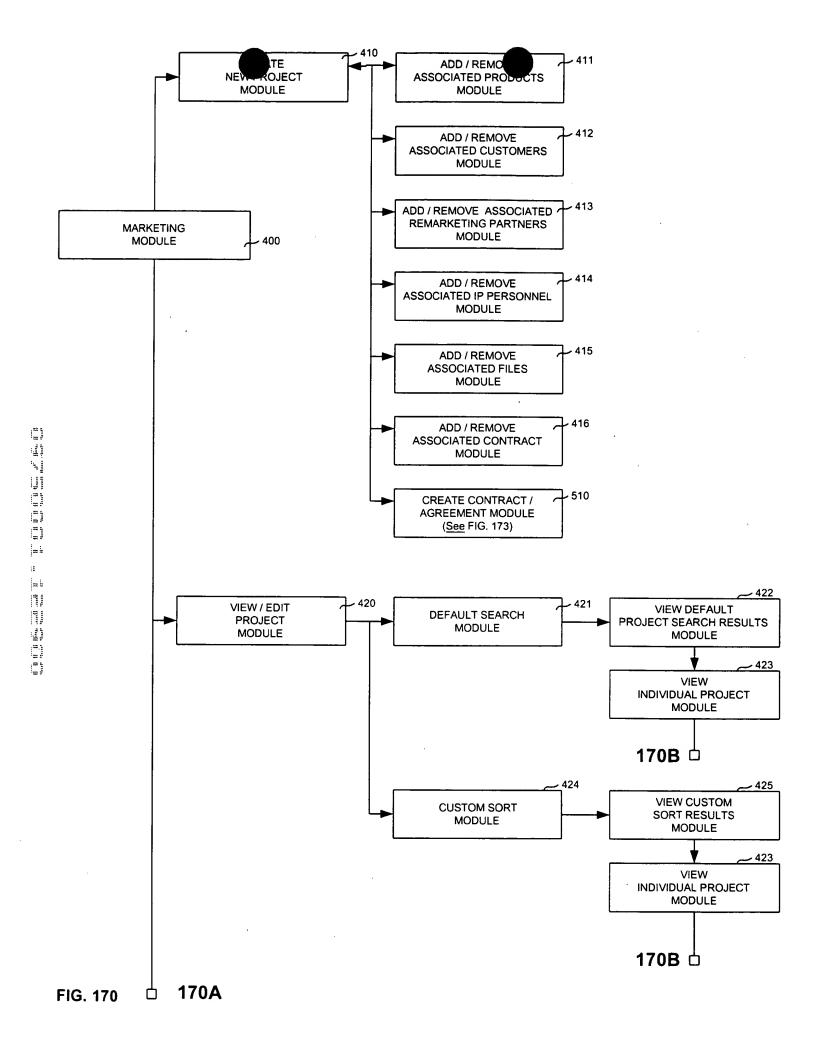
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	Add/Edit Contact			
<u>Create Contacts</u>	Company Name			
View/Edit Contacts	BellSouth Sub-entity		-	
	Type IP Group			
	Events			
	<u>Date</u>	Comments	Attached Files	
	Add Event	Remove Event		
	Contacts			

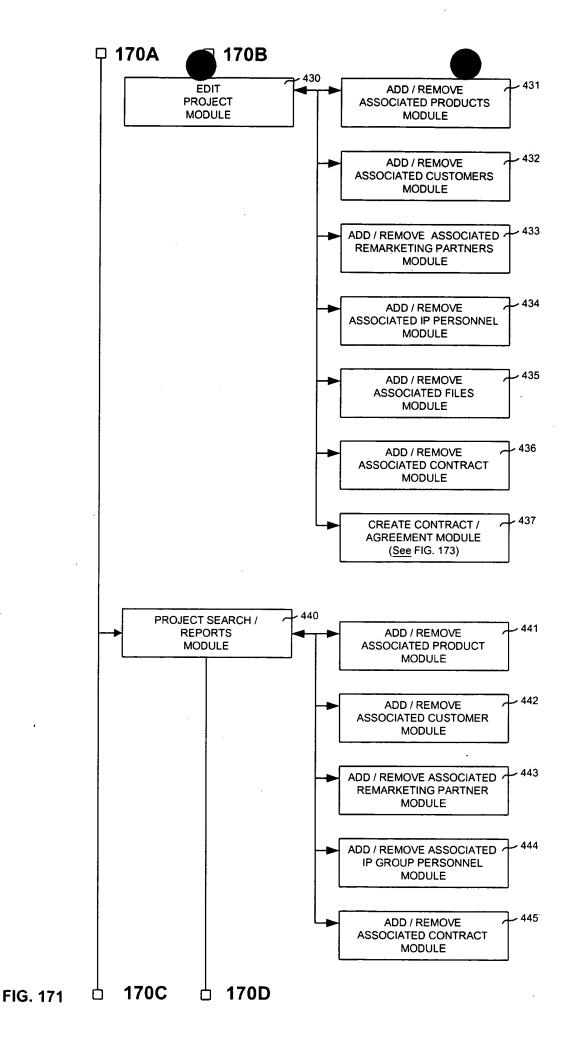
Contacts	
Name Title Address1 Address2 City State Country Zip Phone Comments	
Add Contact Rem ove Contact	
Submit Cancel	

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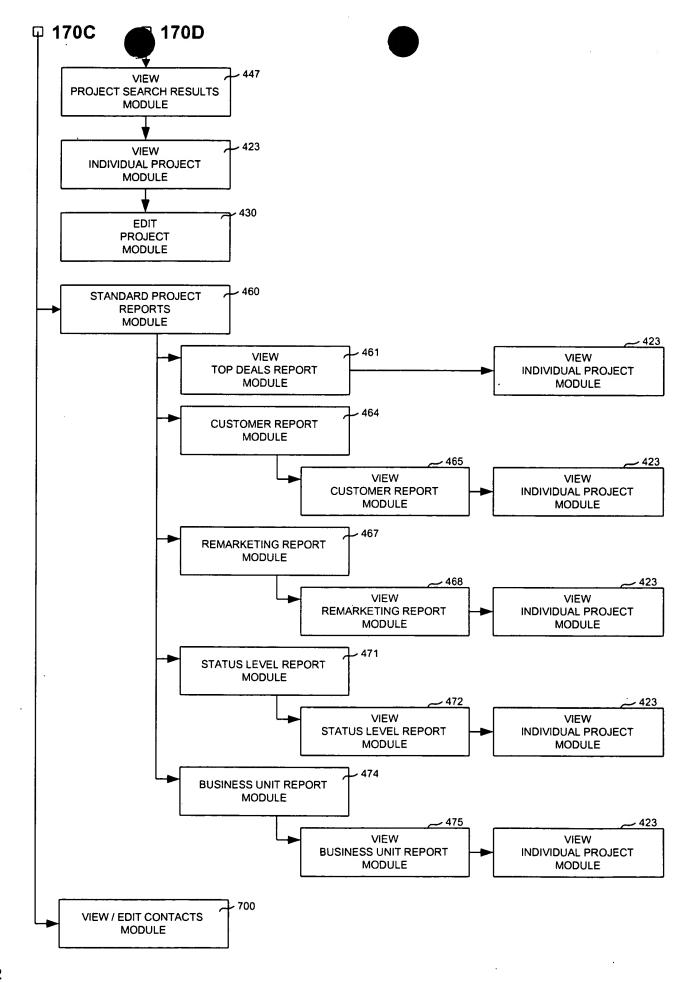
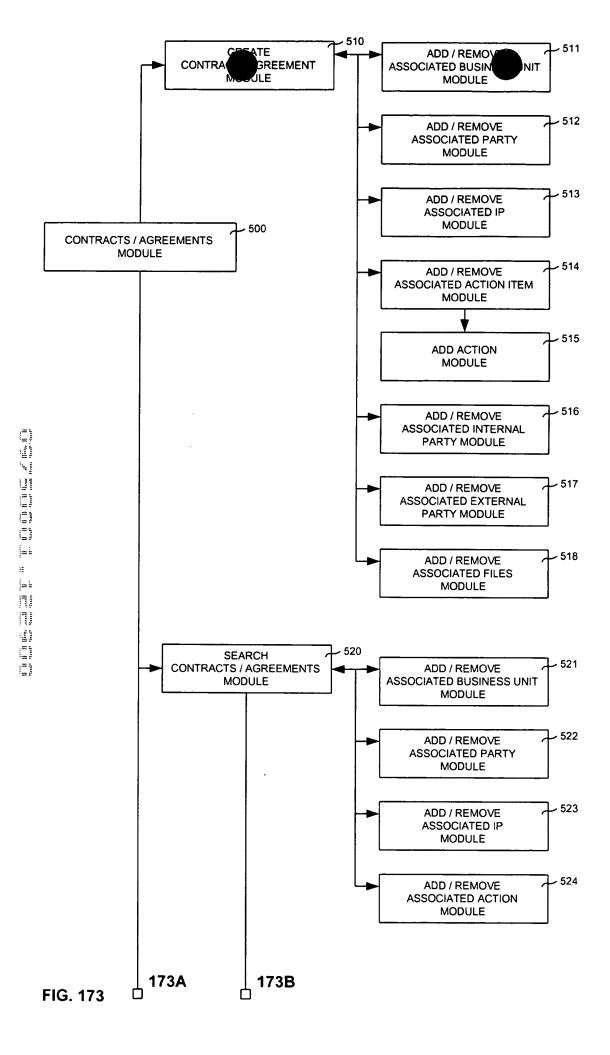
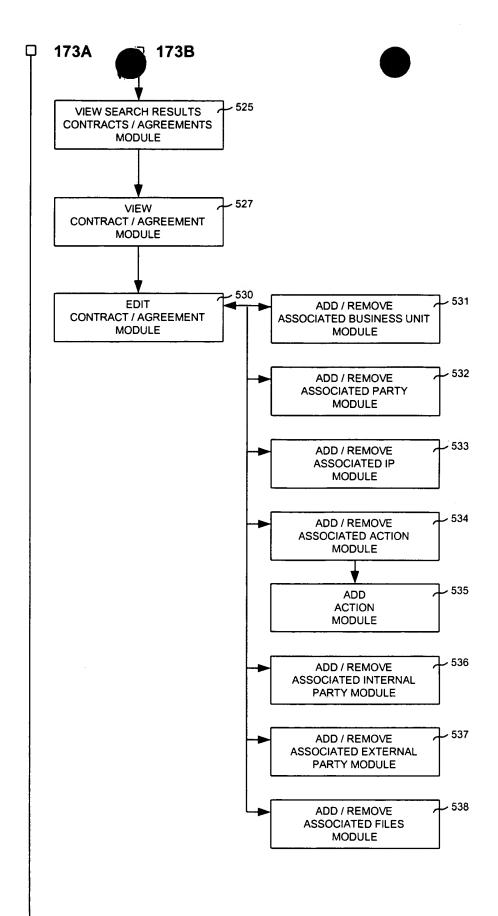
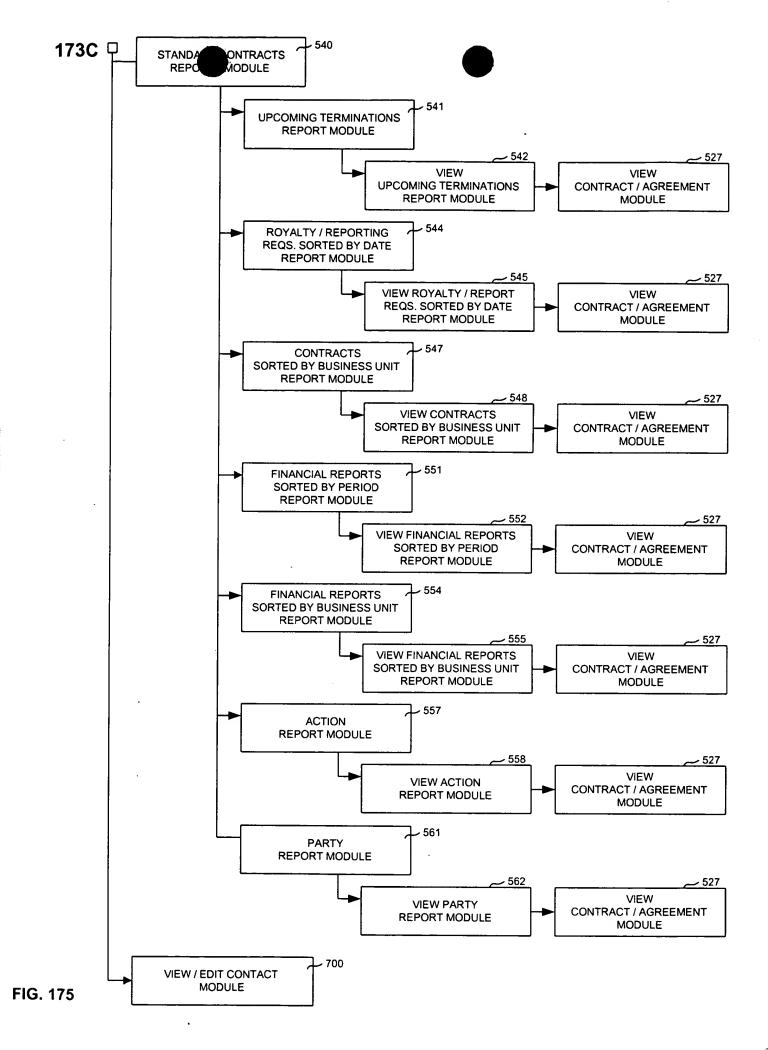
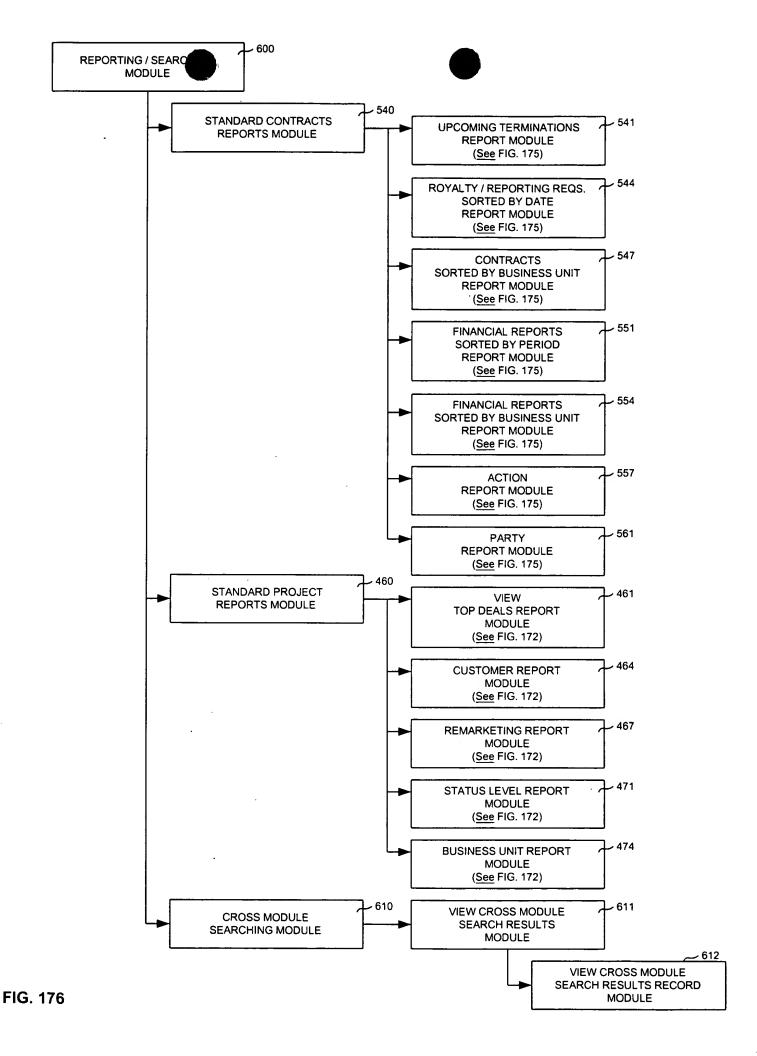


FIG. 172





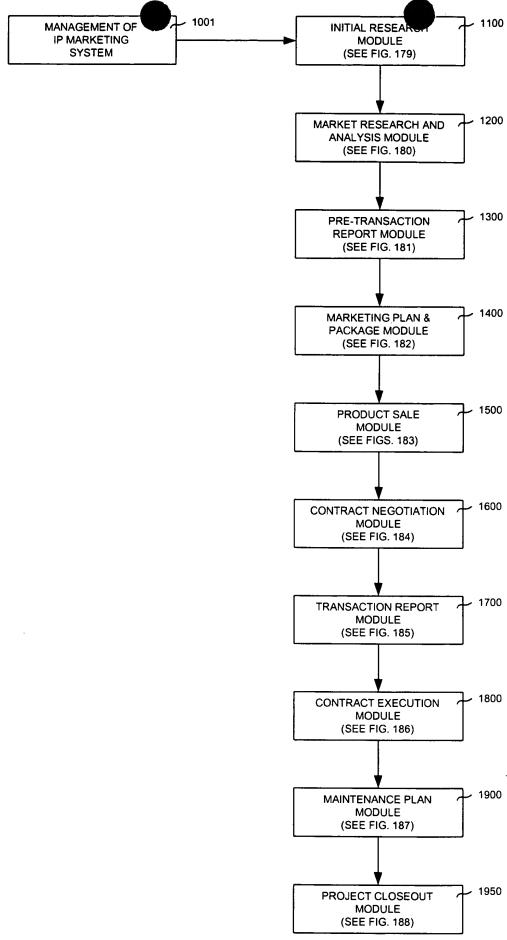




INTERLIBETUAL PROPERTY MANAGEMENT SYSTEM Marketing Contracts/Agreements Searching/Reporting Contacts Upcoming Termination Report End Date port: Marketing (External) Agreement Type Cancel PCO/Affiliates nternal Use Contract Search Contract/Agreements Royalty/Reporting Inventory Inventory Add Contract/Agreement Product Requirements By Financial Report Contracts/Agreements Business Unit Contracts By Termination Upcoming BellSouth Contract Reports By Period Report Date Module Search

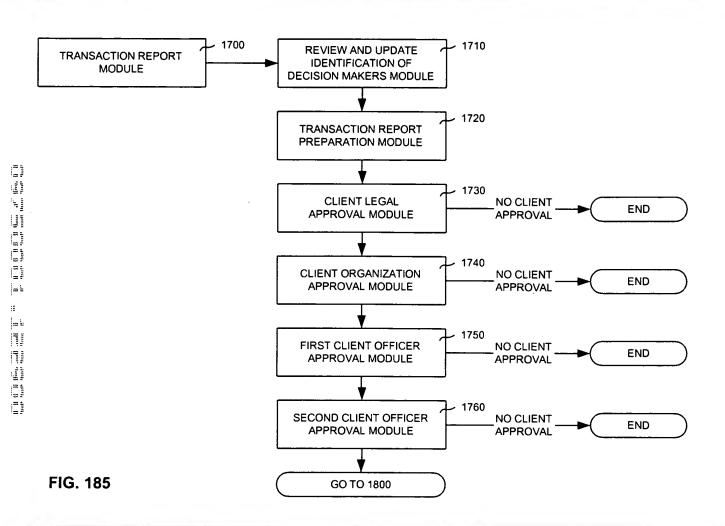
FIG. 135

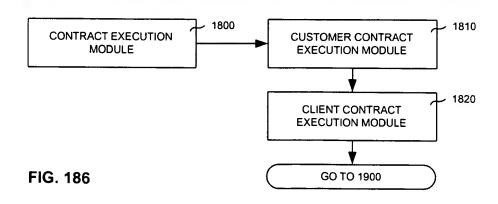
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- 1411

TARGET CUSTOMERS /





	-	1						_	.—		
	Resources	Product Mgr	Mktg Analyst	No Product Mgr	Mktg/Sales Rep	Mktg/Sales Rep	Contract M	Contract Mgr	Contract Mgr	Mktg/Sales Rep	Yes Project Lead
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lan	Halole	Fri 1/7/00	Fri 1/21/00	Fri 2/11/00	Fri 2/11/00	Fri 4/21/00	Fri 6/30/00	Fri 7/21/00	Fri 8/4/00	Frl 8/11/00	Fri 8/18/00
Project Template Project Plan	Start	Mon 1/3/00	Mon 1/10/00	Mon 1/24/00	Mon 1/24/00	Mon 2/14/00	Mon 4/24/00	Mon 7/3/00	Mon 7/24/00	Mon 8/7/00	Mon 8/14/00
Project Te	Duration	5 days	10 days	15 days	15 days	50 days	50 days	15 days	10 days	5 days	5 days
	Task Name	Conduct Initial research	2 Conduct market research and analysis	Complete and approve pre-transaction report (PTR)	Develop marketing plan & package	Sell product	Negotiate contract	7 Complete & approve transaction report (TR)	Execute contract	Set up maintenance plan	10 Close out project
	WBS	-	2	6	4	IC	60	7	80	6	9
	0			·		1					6
	ō	-	13	8	99	20	88	69	78	62	88

Project Template, Draft - Mon 3/27/00

Page 1 of 2

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5

Sell product
At this point, duplicate project plan for each target customer for the specified product.
Close out project
Close out project
Project may potentially end any one of several points within project plan. Must complete close out tasks at where ever project end falls within project plan. 88

FIG. 190

D	-+						•			-			
1 Conduct initial research 5 days Mon 1/300 Fr1 17700 St. 17700	·		WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del		
1.1 Schedule & propure for client intendew 1 day The 14400	-		-	Conduct Initial research	5 days	Mon 1/3/00	Fri 1/7/00		<u> </u>	% 0	ž	Product Mgr	
1.2 Conduct & document client Interview 1 day The 14400 The 14400 The 14400 O's No 1.2.1 Caster product information 1 day The 14400 The 14400 O's No 1.2.2 Disch support listues 1 day The 14400 The 14400 O's No 1.2.3 Disch support listues 1 day The 14400 The 14400 O's No 1.2.5 Parform initial assessment of Pissues 1 day The 14400 The 14400 O's No 1.2.5 Parform initial assessment of Pissues 1 day The 14400 The 14400 O's No 1.2.5 Parform initial assessment of Pissues 1 day The 14400 The 14400 O's No 1.2.5 Parform initial assessment of Pissues 1 day The 14400 The 14400 O's No 1.2.5 Parform initial assessment of Pissues 1 day The 14400 The 14400 O's No 1.2.5 Parform initial assessment of Pissues 1 day The 14400 The 14400 O's No 1.2.5 Parform initial assessment of Pissues 1 day The 14400 The 14400 O's No 1.2.5 Assess compatitive array analysis 1 day Mon 14000 Thu 14300 12 day O's No 2.1.1 Disclinitial suppliers 4 days Mon 14000 Thu 14300 12 day O's No 2.1.2 Disclinitial suppliers 4 days Mon 14000 Thu 14300 12 day O's No 2.1.3 Disclinitial suppliers 4 days Mon 14000 Thu 14300 0's No 2.1.4 Disclinitial suppliers 4 days Mon 14000 Thu 14300 0's No 2.1.5 Uldate & expand product benefits 4 days Mon 14000 Thu 14300 0's No 2.1.5 Uldate & expand product benefits 4 days Mon 14000 Thu 14300 0's No 2.2.1 Disclinitial suppliers 4 days Mon 14000 Thu 14300 0's No 2.2.2 Discumine market value/prices 4 days Mon 14000 Thu 14300 0's No 2.2.2 Discumine market value/prices 4 days Mon 14000 Thu 14300 0's No 2.2.2 Discumine market value/prices 4 days Mon 14000 Thu 14300 0's No 2.2.2 Discumine market value/prices 4 days Mon 14000 Thu 14300 0's O's No 2.2.2 Discumine	~		1.	Schedule & prepare for client interview	1 day	Mon 1/3/00	Mon 1/3/00		8	%0	ટ્ટ		İ
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1.2.3 ID potential cactolocies 1 day Tue 14400 Tue 14400 0% No	i		1.2.2		1 day	Tue 1/4/00	Tue 1/4/00			%0	2	Product Mgr	
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1.2.6 Perform initial sassasment of IP issues 1 day Tue 1/4/00 Tue 1/4/00 0% No	7		1.2.4	ID potential customers/suppliers	1 day	Tue 1/4/00	Tue 1/4/00			%0	2		
1.2.6 ID client organization decision makers 1.4 days Tue 1/4/00 Thu 1/3/00 3 12 0% No	1		1.2.5	Perform Initial assessment of IP issues	1 day	Tue 1/4/00	Tue 1/4/00			%0	2	Product Mgr	i
1.3 Communicate and review interview results 2 days Wed 1/5/00 Thu 1/6/00 3 12 0% No No Notify 1/PMAN/to begin patent process 1 day Wed 1/5/00 Wed 1/5/00 0 25,14,21 0% Yes 2 Conduct market research and analysis 1 days Mon 1/10/00 Fri 1/7/100 12 25,14,21 0% Yes No 1/2,1.1 ID similar products 4 days Mon 1/10/00 Thu 1/13/00 0 0% No 2,1.1 ID potential customer base 4 days Mon 1/10/00 Thu 1/13/00 0 0% No 2,1.1 ID potential customer base 4 days Mon 1/10/00 Thu 1/13/00 0 0% No 2,1.1 ID potential customer base 4 days Mon 1/10/00 Thu 1/13/00 0 0% No 2,1.1 ID potential customer base 4 days Mon 1/10/00 Thu 1/13/00 0 0% No 2,1.1 ID potential customer base 4 days Mon 1/10/00 Thu 1/13/00 0 0% No 2,1.1 ID bettermine market indusprices 4 days Mon 1/10/00 Thu 1/13/00 0 0% No 2,1.1 ID bettermine market indusprices 4 days Mon 1/10/00 Thu 1/13/00 0 0% No 2,1.1 ID & assess intermal marketing leaues 4 days Mon 1/10/00 Thu 1/13/00 0 0% No 2,1.1 ID & assess intermal marketing leaues 4 days Mon 1/10/00 Thu 1/13/00 0 0% No 2,1.1 ID & assess intermal marketing leaues 4 days Mon 1/10/00 Thu 1/13/00 0 0% No 1/10/00 0 0 0% No 1/10/00 0 Thu 1/13/00 0 0 0% No 1/10/00 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	 		1.2.6	ID client organization decision makers	.1 day	Tue 1/4/00	Tue 1/4/00			%0	2	Product Mgr	1
(a) 1.4 Notity / PMg/No begin patent process 1 day Wed 1/5/00 Wed 1/5/00 3 0% Yes (a) 1.5 Make & document prelim goino-go decision 1 day Fri 1/7/00 Fri 1/7/10 10 25,14,21 0% Yes (a) 2.1 Assess competitive environment 4 days Mon 1/10/00 Thu 1/13/00 12 24 0% No 2.1.1 ID similar products 4 days Mon 1/10/00 Thu 1/13/00 12 24 0% No 2.1.2 ID botential suppliers 4 days Mon 1/10/00 Thu 1/13/00 41 0% No 2.1.3 Update & expand product benefits 4 days Mon 1/10/00 Thu 1/13/00 41 0% No 2.1.4 Update & expand product benefits 4 days Mon 1/10/00 Thu 1/13/00 12 4 No 2.1.5 Update & expand product benefits 4 days Mon 1/10/00 Thu 1/13/00 12 4 No 2.1.5 Determine market value/p	5		1.3	Communicate and review interview results	2 days	Wed 1/5/00		3	12	%0	ટ્ટ	Product Mgr	
1.5 Make & document prelim gofno-go decision 1 day Frf 1/7700 Frf 1/7700 10 25,14,21 0% Yes	+		4.	Notify / PMAN to begin patent process	1 day	Wed 1/5/00	+	e .		%0	Yes	Product Mgr	1
2.1.3 ID potential suppliers 4 days Mon 1/10/00 Thu 1/13/00 12 24 0% No 1/10/00 Thu 1/13/00 Thu 1/13/00 0% No 1/10/00 Thu 1/13/00 Thu 1/13/00 0% No 1/10/00 Thu 1/13/00 12 24 0% No 1/10/00 Thu 1/13/00 Thu 1/13/00 Thu 1/13/00 D% No 1/10/10/10 Thu 1/1	† 		4.5	Make & document prelim go/no-go decision	1 day	Frt 1/7/00	+	9	25,14,21	%0	∀ 88	Product Mgr	1
2.1.1 ID similar products 4 days Mon 1/10/00 Thu 1/13/00 0% No 2.1.2 ID existing suppliers 4 days Mon 1/10/00 Thu 1/13/00 0% No 1/10/00 Thu 1/13/00 DW No 1/10/00 DW No 1/10/00 Thu 1/13/00 DW No 1/10/00 DW NO	5		7		10 days	Mon 1/10/00	Fri 1/21/00			%0	S	Mktg Analyst	1
2.1.3 ID existing suppliers 4 days Mon 1/10/00 Thu 1/13/00 0% No 2.1.3 ID potential suppliers 4 days Mon 1/10/00 Thu 1/13/00 0% No 2.1.4 ID potential customer base 4 days Mon 1/10/00 Thu 1/13/00 41 0% No 2.1.5 Update & expand product benefits 4 days Mon 1/10/00 Thu 1/13/00 0% No 2.1.6 Determine market value/prices 4 days Mon 1/10/00 Thu 1/13/00 0% No 0% No 2.2.1 ID & assess Intermal marketing issues 4 days Mon 1/10/00 Thu 1/13/00 0 0% No 2.2.2 ID & assess tech support issues 4 days Mon 1/10/00 Thu 1/13/00 0 0% No 0%	1		2.1	Assess competitive environment	4 days	Mon 1/10/00		12	24	%0	ş	Mktg Analyst	1
2.1.2 ID existing suppliers 4 days Mon 1/10/00 Thu 1/13/00 Thu 1/13/00 0% No 2.1.3 ID potential suppliers 4 days Mon 1/10/00 Thu 1/13/00 41 0% No 2.1.4 ID potential customer base 4 days Mon 1/10/00 Thu 1/13/00 41 0% No 2.1.5 Update & expand product benefits 4 days Mon 1/10/00 Thu 1/13/00 0% No 2.1.6 Determine market value/prices 4 days Mon 1/10/00 Thu 1/13/00 0% No 3.2.1 ID & assess Internal marketing issues 4 days Mon 1/10/00 Thu 1/13/00 0% No 4.2.2 ID & assess tech support issues 4 days Mon 1/10/00 Thu 1/13/00 0% No	5	-	2.1.1	ID similar products	4 days	Mon 1/10/00	Thu 1/13/00			%0	ટ		1
2.1.3 ID potential suppliers 4 days Mon 1/10/00 Thu 1/13/00 Thu 1/13/00 0% No 2.1.4 ID potential customer base 4 days Mon 1/10/00 Thu 1/13/00 41 0% No 2.1.5 Update & expand product benefits 4 days Mon 1/10/00 Thu 1/13/00 0% No 3.1.6 Determine marketing lesues 4 days Mon 1/10/00 Thu 1/13/00 12 24 0% No 4 days Mon 1/10/00 Thu 1/13/00 12 24 0% No 5 2.2.1 ID & assess IP issues 4 days Mon 1/10/00 Thu 1/13/00 0% No 5.2.2 ID & assess tech support issues 4 days Mon 1/10/00 Thu 1/13/00 0% No	9		2.1.2	ID existing suppliers	4 days	Mon 1/10/00	Thu 1/13/00		-	%0	S		
2.1.4 ID potential customer base 4 days Mon 1/10/00 Thu 1/13/00 41 0% No 2.1.5 Update & expand product benefits 4 days Mon 1/10/00 Thu 1/13/00 Thu 1/13/00 0% No 2.1.6 Determine market value/price 4 days Mon 1/10/00 Thu 1/13/00 0% No 3.2.1 ID & assess IP issues 4 days Mon 1/10/00 Thu 1/13/00 0% No 2.2.2 ID & assess tech support issues 4 days Mon 1/10/00 Thu 1/13/00 0% No	12		2.1.3	· ID potential suppliers	4 days	Mon 1/10/00	Thu 1/13/00			%0	2	Mktg Analyst	
2.1.5 Update & expand product benefits 4 days Mon 1/10/00 Thu 1/13/00 Thu 1/13/00 0% No 2.1.6 Determine market value/price 4 days Mon 1/10/00 Thu 1/13/00 12 24 0% No 3 2.2.1 ID & assess IP issues 4 days Mon 1/10/00 Thu 1/13/00 0% No 3 2.2.2 ID & assess tech support issues 4 days Mon 1/10/00 Thu 1/13/00 0% No	92		2.1.4	ID potential customer base	4 days	Mon 1/10/00	Thu 1/13/00		41	%0	2	Mktg Analyst	1
2.1.6 Determine market value/price 4 days Mon 1/10/00 Thu 1/13/00 12 24 0% No	٩		2.1.5	Update & expand product benefits	4 days	Mon 1/10/00	Thu 1/13/00			%0	ટ્ટ	Mktg Analyst	1
2.2 Assess Internal marketing issues 4 days Mon 1/10/00 Thu 1/13/00 12 24 0% No 2.2.1 ID & assess IP issues 4 days Mon 1/10/00 Thu 1/13/00 0% No 2.2.2 ID & assess tech support issues 4 days Mon 1/10/00 Thu 1/13/00 0% No	2	-	2.1.6	Determine market value/price	4 days	Mon 1/10/00	Thu 1/13/00			%0	2	Mktg Analyst	1
2.2.1 ID & assess IP Issues 4 days Mon 1/10/00 Thu 1/13/00 0% No 2.2.2 ID & assess tech support issues 4 days Mon 1/10/00 Thu 1/13/00 0% No	 		2.2	Assess Internal marketing issues	4 days	Mon 1/10/00	+	12	24	%0	ક	Product Mgr	1
2.2.2 ID & assess tech support issues 4 days Mon 1/10/00 Thu 1/13/00 0% No			2.2.1	ID & assess IP Issues	4 days	Mon 1/10/00	Thu 1/13/00			%0		Product Mgr	i
	R		2.2.2	ID & assess tech support issues	4 days	Mon 1/10/00	Thu 1/13/00			%0	2	Product Mgr	1

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				Project T	Project Template Project Plan	lan					·
₽	0	WBS	Task Name	Duration	Start		Pred	Succ	% Comp	Def	Resources
24	圓	2.3		1 day	Fr 1/14/00	4/00	14,21	26	%0	Yes	Yes Mktg Analyst
23	1	2.4	ID decision makers	1 day	Mon 1/10/00	Mon 1/10/00	12	28	%0	Yes	Product Mgr
8		2.5	Communicate and review research results	2 days	Mon 1/17/00	Tue 1/18/00	24,25	27	%0	ž	Mktg Analyst
27		2.6	Conduct team evaluation on results	1 day	Wed 1/19/00	Wed 1/19/00	28	28	%0	2	Product Mgr
78	(1)	2.7	Make & document product go/no go decision	1 day	Thu 1/20/00	Thu 1/20/00	27	29,30	%0	Yes	Product Mgr
8	圇	2.8	Prioritize project opportunity or notify client of no go decision	1 day	Fr 1/21/00	Frt 1/21/00	28	41,34,35,32,33,4 0%	%0 '	Yes	Product Mgr
႙		2.9		1 day	Fr 1/21/00	Fri 1/21/00	28		%0	Yes	Product Mgr
မ်		6	Complete and approve pre-transaction report (PTR)	15 days	Mon 1/24/00	Frl 2/11/00			%0	Š	Product Mgr
32	1	3.1	Review/update market research summary	1 day	Mon 1/24/00	Mon 1/24/00	28		%0	Yes	Mktg Analyst
33		3.2	Notify //PM/AVof potential sale/move patent	1 day	Mon 1/24/00	Mon 1/24/00 29	29		%0	S	Product Mgr
ੜ		3.3		5 days	Mon 1/24/00	Fr 1/28/00	28	36	%0	Yes	Product Mgr
35	1	3.4	ID decision makers	1 day	Mon 1/24/00	Mon 1/24/00	29		%0	X 68	Product Mgr
38		3.5	Gain client organization approval	4 days	Mon 1/31/00	Thu 2/3/00	8	37	%0	Yes	Product Mgr
37		3.6	Gain VP Corporate Development approval	3 days	Frt 2/4/00	Tue 2/8/00	36	38	%0	Yes	Product Mgr
ဗ္ဗ		3.7	Gain VP CIO approval	3 days	Wed 2/9/00	Fri 2/11/00	37	52	%0	Yes	Product Mgr
38		4	Develop marketing plan & package	15 days	Mon 1/24/00	Fri 2/11/00			%0	Š	Mktg/Sales
6	6 3	4.1	Gather marketing plan details	5 days	Mon 1/24/00	Fri 1/28/00 29	29	47	%0	2	Mktg/Sales Rep
14		4.1.1	ID & prioritize target customer(s)/sales	5 days	Mon 1/24/00	Fr 1/28/00	18,29		%0	Yes	Mktg/Sales Rep
42	1	4.1.2	ID & document customer-specific benefits	5 days	Mon 1/24/00	Fr 1/28/00			%0	≺es	Mktg/Sales Rep
£	颐	4.1.3	Determine final valuation & price structure	5 days	Mon 1/24/00	Fr 1/28/00			%0	Yes	Mktg Analyst
4		4.1.4	Develop channel strategy	5 days	Mon 1/24/00	Fr 1/28/00		0	%0	Yes	Mktg/Sales Rep
45		4.1.5	Develop IP strategy	5 days	Mon 1/24/00	Fr 1/28/00			%0	ટ્ટ	Mktg/Sales Rep
48		4.1.8	ID & develop available tech support	5 days	Mon 1/24/00	Fr 1/28/00			%0	2	No Mktg/Sales Rep
ğ	ect Templa	ite, Draft -	Project Template, Draft - Mon 3/27/00 FIG 192								Page 2 of 6

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٩	0	WBS	Task	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources	
47		4.2		5 days	Mon 1/31/00	Fri 2/4/00	40	50,49	%0	Yes	Mktg/Sales Rep	
48		4.3	Create marketing materials	5 days	Mon 2/7/00	Frl 2/11/00			%0	ટ્ર	Product Mgr	
49		4.3.1	Create/customize sales presentation	5 days	Mon 2/7/00	Frt 2/11/00	47		%0	Yes	Product Mgr	
S		4.3.2	Create/customize other marketing materials	5 days	Mon 2/7/00	Fri 2/11/00	47		%0	Yes	Product Mgr	
2	1	\$6	Sell product	50 days	Mon 2/14/00	Fri 4/21/00			%0	ટ્ટ	Mktg/Sales Rep	
25	圇	5.1	Make Initial contact with customer(s)/sales	3 days	Mon 2/14/00	Wed 2/16/00	38	53	%0	Yes	Mktg/Sales P	
જ		5.2		5 days	Thu 2/17/00	Wed 2/23/00	52	2	%0	Yes	Mktg/Sales Rep	
¥		5.3	Coordinate & plan sales meeting	10 days	Thu 2/24/00	Wed 3/8/00	53	55	%0	∀ 68	Mktg/Sales Rep	
55	1	4.6	Conduct sales meeting	1 day	Thu 3/9/00	Thu 3/9/00	25	56	%0	2	Mktg/Sales Rep	
58	1	5.5	ID follow-up sales activities	1 day	Fr 3/10/00	Frt 3/10/00	55	57	%0	Yes	Mktg/Sales Rep	
22		5.6	Perform follow-up sales activities	5 days	Mon 3/13/00	Frt 3/17/00	56	58	%0	ટ્ટ	Mktg/Sales Rep	
28	囤	5.7	Finalize sales decision	10 days	Mon 3/20/00	Frt 3/31/00	29	59,60,62	%0	≺es	Mktg/Sales Rep	
29		5.8	Document go/no go sale decision	1 day	Mon 4/3/00	Mon 4/3/00	28		%0	Yes	Mktg/Sales Rep	
8		5.9	Review & update project plan	1 day	Mon 4/3/00	Mon 4/3/00	28		%0	Yes	Mktg/Sales Rep	
20		. 5.10	Perform pre-negotiation activities	15 days	Mon 4/3/00	Frl 4/21/00			%0	2	Mktg/Sales Rep	
82		5.10.1	Coordinate & plan meeting to discuss deal parameters	10 days	Mon 4/3/00	Fri 4/14/00	28	8	%0	Yes	Mktg/Sales	
ន	1	5.10.2		1 day	Mon 4/17/00	Mon 4/17/00	62	2	%0	ટ્ટ	Mktg/Sales Rep	
2	•	5.10.3	Prepare term sheet	3 days	Tue 4/18/00	Thu 4/20/00	83	65	%0	≺es	Mktg/Sales Rep	
65		5.10.4	Communicate term sheet to Contracts	1 day	Fri 4/21/00	Fri 4/21/00	22	29	%0	2	Mktg/Sales Rep	
88		9	Negotlate contract	50 days	Mon 4/24/00	Fri 6/30/00			%0	S _S	Contract Mgr	
29		6.1	Generate draft contract for customer	5 days	Mon 4/24/00	Fr 4/28/00	65	89	%0	Yes	Contract Mgr	
88	6	6.2	Negotiate and finalize contract	45 days	Mon 5/1/00	Fr 6/30/00	67	70,71	%0	≺es	Contract Mgr	
8		7	Complete & approve transaction report (TR)	15 days	Mon 7/3/00	Fri 7/21/00			%0	Š	Contract Mgr	
P S	ect Templa	ite, Oraft	Project Template, Draft - Mon 3/27/00 FIG. 193								Page 3 of 6	. ~

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Resources	Mktg/Sales Rep	Mktg/Sales Rep	Contract Mgr	Contract Mgr	Contract Mgr	Contract M	Contract Mgr	Contract Mgr	Contract Mgr	Mktg/Sales Rep	Mktg/Sales Rep	Mktg/Sales Rep	Mktg/Sales Rep	Contract Mgr	Contract Mgr	Contract Mp	Contract Mgr	Contract Mgr	Project Lead	Project Lead	Project Lead	Project Lead
Del	≺es	Yes	ΥθS	Yes	×	Yes	2	×	Yes	2	2	ટ્ટ	2	2	2	2	2	2	Yes	Yes	Yes	Yes
% Comp	%0	%0	%0	%0	%0	%0	%0	%0	%0	%0	%0	%0	%0	%0	%0	%0	%0	%0	%0	%0	%0	%0
Succ		72	73	74	75	77		78	80,83	89										08	91	
Pred	88	88	71	72	73	74		75	11		78			78				-		6	6	0
Finish	3/00	Fr 7/7/00 8	Mon 7/10/00 7	Thu 7/13/00 7	Tue 7/18/00 7	Fri 7/21/00 7	Frl 8/4/00	Wed 8/2/00 7	Fr 8/4/00 7	Frl 8/11/00	Frl 8/11/00 7	Fri 8/11/00	Fri 8/11/00	Fri 8/11/00 7	Fri 8/11/00	Fri 8/11/00	Fri 8/11/00	Fri 8/11/00	Frl 8/18/00	Mon 8/14/00 78	Wed 8/16/00 89	Fri 8/18/00 90
Start	Mon 7/3/00	Mon 7/3/00	Mon 7/10/00	Tue 7/11/00	Fri 7/14/00	Wed 7/19/00	Mon 7/24/00	Mon 7/24/00	Thu 8/3/00	Mon 8/7/00	Mon 8/7/00	Mon 8/7/00	Mon 8/7/00	Mon 8/7/00	Mon 8/7/00	Mon 8/7/00	Mon 8/7/00	Mon 8/7/00	Mon 8/14/00	Mon 8/14/00	Tue 8/15/00	Thu 8/17/00
Duration	1 day	5 days	1 day	3 days	3 days	3 days	10 days	8 days	2 days	5 days	5 days	5 days	5 days	5 days	5 days	5 days	5 days	5 days	5 days	1 day	2 days	2 days
Task Name	Review/update decision makers	Prepare TR	Obtain 1 PMARK legal approval	Obtain client organization approval	Obtain VP Corporate Development approval	Obtain VP CIO approval	Execute contract	Obtain customer contract signature	Obtain / PMARK contract signature	Set up maintenance plan	Launch customer management plan	Implement relationship management process	Implement Internal follow-up procedures	Launch contract management plan	Implement royalty tracking process	Implement quality standard management process		Implement terms management process	Close out project	Perform final updates to project plan	Identify lessons leamed & perform follow-up activities	
WBS	7.1	7.2	7.3	7.4	7.5	7.6	8	8.1	8.2	8	9.1	9.1.1	9.1.2	9.2	9.2.1	9.2.2	9.2.3	9.2.4	5	10.1	10.2	10.3
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Project Template Project Plan

- Conduct & document client interview
- If create interview form, can eliminate tasks 1.2.1 thru 1.2.6
 - Gather product Information

Must include product benefits, similar products, etc.

ID tech support Issues 10

Type of support required? Tech transfer? Support partner? No support?

Perform initial assessment of IP issues

Title and rights:

- 1. Ownership?
- 2. Protection?
 3. Possible Infringement?

B

- ID cilent organization decision makers
- Consider decision makers and needed officer buy-in.
 - Notify / PMAAA begin patent process Ŧ
- Potential checklist/form for interview process. If form, change task to "Provide interview form (name or number) to IPMAN". This notification will trigger IPMAN to review patent status. Make & document prellm go/no-go decision 7
 - Potential form to doc reasons for go/no go.

Assess competitive environment 4

Potential checklist or standard form for assessing comp. environment. If so, may choose to delete 2.1.1 thru 2.1.7 and change 2.1 task name to something like complete Form XXX, Competitive Environment Assessment.

- ID & assess IP Issues 22
- Expanded Investigation of any ownership, protection, potential Infringement Issues.
 - Prepare market research summan 2
- Potential Score Card form. If so, Indicate in task field.
- ID decision makers 23
- Verify that all key decision makers are identified
- Make & document product go/no go decision 28
 - Potential form to doc reasons for go/no go.
- Prioritize project opportunity or notify client of no go decision Create schrecard to prioritize.

 Create form letter that thanks client and notifies of status of product. 29

- Review/update market research summary 32
- Potential form, Part 2 of Score Card, more market plan specific Info.
 - Prepare PTR 젊
- No formal client interview but Product Manager will communicate with client regularly while preparing the PTR
 - ID decision makers 33

May require multiple client approvals. If so, add task for additional approval(s) - I.e. business unit and IT approval. If patent license, add task for *ດັນໄຟ*ເຂື້approval.

- If form or checklist, can eliminate this task. May be considered part of marketing plan. ID & document customer-specific benefits 2
 - Determine final valuation & price structure ₽

If form or checklist, can eliminate this task

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FIG. 195

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- 22
- At this point, duplicate project plan for each target customer for the specified product. Make initial contact with customer(s)/sales partners. Must have signed PTR before initial contact with potential customer.
- Obtain NDA from customer/sales partner S
- inbound NDA for receiving information and mutual NDA also available on h. drive
 - Conduct sales meeting 88
- Including PowerPoint sales presentation
 - ID follow-up sales activities 8
- May include demos, site visits to existing customers, brochures, additional presentations, response to meeting questions...OR NOTHINGI Finalize sales decision 28

 - Resource for this task is actually the customer.
- Recommend use term sheet for outline of meeting agenda. See link to term sheet on task 5.10.3, Prepare term sheet. Conduct meeting to discuss deal parameters
 - Negotlate and finalize contract 89
- Could be multiple drafts and result in additional meetings between IPMARK and customer, includes obtaining all necessary approvals F

Prepare TR

if time & resources permit, Mktg/Sales rep should begin pulling together the TR in parallel with task 6.2, Negotiate & finalize contract.

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- Implement quality standard management process 83
- Follow up with new customer/sales partner for samples of products to check for product quality. Close out project 88
- 8
- Final updates include any clean-up to project plan, e.g. review/update task durations to accurately represent time spent on project tasks. Final update helpful in accurately tracking project and Project may potentially end any one of several points within project plan. Must complete close out tasks at where ever project end falls within project plan. Perform final updates to project plan
 - identify lessons learned & perform follow-up activities project plan efficiency to allow for process improvement. 8
- Follow-up could include analyzing project effectiveness and updating generic plan
 - Organize & file project plan & documentation 2
- Final project plan should be part of project documentation. Need to develop checklist for keep/not keep documentation. May want to choose std color file for this so always identifiable. Also consider one color for project in progress and another color for project complete.

1. Gather product information

2. ID tech support issues

3. ID potential roadblocks

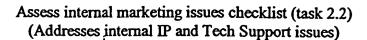
4. ID potential customers/suppliers

5. Perform initial assessment of IP issues

6. ID client organization decision makers

(Duration: 4 days – Complete by:	
D similar products	
D existing suppliers	
ID potential suppliers	·
D potential customer base	
Update & expand product benefits	
Determine market value/price	•

Assess competitive environment checklist (task 2.1)



1. ID & assess IP issues

2. ID & assess tech support issues

INTELLECTUAL PROPERTY OUT MARKETING PRE-TRANSACTION RELEAT

Product/Project Name:			
Entity Requesting:			
Contacts (Entity)			
Contacts (Entity Name, Phone Numbers,			
Email):			
		- 1.	
Outmarketing Party(s)		· -	
(Company, Address, State of		·····	
Incorporation, Contacts, Phone Phone Numbers):			
Phone Numbers):			
Intellectual Property Involved:			
(Patents, Trademarks, Trade			
Secrets, Software, etc.)			
Deslamand of Desl		•	
Background of Deal (How Deal Developed,		· · · · · · · · · · · · · · · · · · ·	
Summary of			·
Intellectual Property			
Functionality/Uses,			
Deal Structure):			
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Financial Analysis			
(Revenue to be Recognized, Cost Savings, etc.):		<u> </u>	
Cost Savings, etc.):		· · · · · · · · · · · · · · · · · · ·	<u> </u>
			
Competitive Analysis		•	
(Worldwide, Outside US,			
US only, Outside 9 State	-		
Region, etc.):			
Status of Deal			
(Ready to Sign Up, Need			
Negotiation Assistance):			•
,			
Anticipated Timeline		····	
(Initial Meeting, Demos,			
Sign Contract, etc.):			
6 · · · ·	Corporation subsidiary, reques	IPMARK	
on its behalf to enter in	nto an intellectual property outmark		the above
described terms.	property valuation	agraement according to	- W.
Requestor	Entity/Dept.	Title	Date

Marketing Plan checklist (task 4.1)

ID & prioritize target customer(s)/sales partners	
ID & document customer-specific benefits	
Determine final valuation & price structure	
Develop channel strategy	
Develop IP strategy	
ID & develop available tech support	
Formalize marketing plan	

NONDISCLOSURE AGREEMENT

Entity], a corporation organized unde	I is made by and between [Name of
, a corporation organiz	zed under the laws of
(the "Company"), effective as of	_, Zo The parties agree as follows:
1. <u>Project Defined</u> . The Company ma non-public nature for use by the Company and employees and representatives, including finance "Representatives"), in the course of the perform owner in connection with	cial and legal advisers (collectively
	(the "Project").

- 2. Information Defined. The Company acknowledges that, in the course of its performance of services for or discussions with OWNER in connection with the Project, the Company will receive certain private and proprietary information from or about OWNER or its affiliates, including but not limited to technical, financial or business information and models, names of customers or partners; proposed business deals, reports, plans, market projections, software programs, data or any other private and proprietary information relating to the Project which may include certain trade secrets ("Information"). The term "Information" as used herein also includes: (i) the fact that the Information has been made available to or is being inspected or evaluated by the Company; (ii) the fact that the Company is providing services to owner or is otherwise involved in or discussing the Project; and (iii) any information, work papers, analyses. compilations, projections, studies, documents. terms. correspondence, facts or other materials derived or produced by the Company or its representatives for ownER in connection with the Project. Any Information supplied by owner to the Company prior to the execution of this Agreement shall be subject to the same treatment as the information made available after the execution of this Agreement.
- 3. Exclusions from Definition. The term "Information" as used herein does not include any data or information that: (a) is already known to the Company at the time it is disclosed to the Company; or (b) before being divulged by the Company: (i) has become generally known to the public through no wrongful act of the Company or its representatives; (ii) has been rightfully received by the Company from a third party without restriction on disclosure and without a breach of an obligation of confidentiality

PRIVATE/PROPRIETARY/LOCK

running directly or indirectly to **OWNER**; (iii) has been approved for release by a written authorization by **OWNER**; or (iv) is independently developed by the Company without use, directly or indirectly, of the Information received from **OWNER**.

- 4. Nondisclosure Obligation. The Company shall keep the Information confidential and shall not disclose such Information, in whole or in part, to any person other than its Representatives who need to know such Information in connection with the Company's performance of services for owner in connection with the Project except with the prior written consent of owner or as otherwise permitted hereunder. Such Representatives shall be informed by the Company of the confidential nature of the Information and shall be required by the Company to agree in writing to be bound by this Agreement. The Information shall be used by the Company solely for the purpose of performing services for or otherwise evaluating the information provided by owner in connection with the Project, and shall not be otherwise used for the Company's own benefit or for any purpose detrimental to the interests of
- 5. Standard of Protection. For the purpose of complying with the obligations set forth herein, the Company shall use efforts commensurate with those that it employs for the protection of corresponding sensitive information of its own, which shall in any event be no lesser a standard than the type of efforts that would be taken by a reasonable business for the protection of its own highly confidential information and trade secrets.
- 6. <u>Compliance with Legal Process</u>. In the event that the Company is legally-requested or required (by oral questions, interrogatories, requests for information or documents, subpoena, Civil Investigative Demand or similar process or, in the opinion of counsel for the Company, by federal or state securities or other statutes, regulations or laws) to disclose any Information, the Company shall promptly notify owner of such request or requirement prior to disclosure so that owner may seek an appropriate protective order and/or waive compliance with the terms of this Agreement.
 - 7. Ownership; Return of Information. All Information (including tangible copies and computerized or electronic versions and summaries thereof) shall remain the property of OWNER. Within ten (10) days following the receipt of a written request from OWNER, the Company shall deliver to DWNER all tangible materials containing or embodying the Information received from OWNER, together with a certificate executed by an officer of the Company certifying that all such materials in the Company's possession or control have been delivered to OWNER or destroyed. The Company shall not assert directly or indirectly any right with respect to the Information which may impair or be adverse to OWNER's ownership thereof.

PRIVATE/PROPRIETARY/LOCK

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- 8. Remedies for Breach. The Company understands and agrees that money damages would not be a sufficient remedy for any breach of this Agreement and that ownex shall be entitled to seek injunctive or other equitable relief to remedy or forestall any such breach or threatened breach. Such remedy shall not be deemed to be the exclusive remedy for any breach of this Agreement, but shall be in addition to all other rights and remedies available at law or in equity.
- 9. No Representations or Further Obligations. Neither this Agreement nor the disclosure of Information shall constitute or imply any promise or intention to make any purchase of services by owner. None of the Information which may be disclosed by owner shall constitute any representation, warranty, assurance, guarantee or inducement by owner to the Company of any kind, and in particular, with respect to the accuracy or completeness of any Information or the non-infringement of trademarks, patents, copyrights, mask protection rights or any other intellectual property rights, or other rights of third persons. It is understood that this Agreement does not obligate owner to enter into any further agreements or to proceed with any possible relationship or other transaction.
- 10. Term; Termination. This Agreement shall terminate as to the exchange of any new Information three (3) years after the effective date hereof. Either party may terminate the exchange of Information under this Agreement at any time by written notice to the other specifically referencing this Agreement. In any event, however, the obligations of the Company to maintain the confidentiality of the Information it has received under this Agreement shall continue for a period of three (3) years after such termination and then terminate; provided, however, that such obligation shall continue indefinitely as to Information constituting a trade secret under applicable law for so long as such Information remains a trade secret.
- 11. <u>No Waiver</u>. No failure or delay by **owner** in exercising any right, power or privilege hereunder shall operate as a waiver thereof, nor shall any single or partial exercise thereof preclude any other or further exercise thereof or the exercise of any other right, power or privilege hereunder.
- 12. <u>Amendment</u>. This Agreement may not be modified, supplemented or amended orally, but only by a writing signed by both parties hereto.
- 13. Applicability to Associated Parties. Any information disclosed to the Company by any of owner's affiliated companies or by any company, person or other entity participating with owner in any consortium, partnership, joint venture or

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similar business combination in connection with the Project, which would otherwise constitute Information hereunder if disclosed by owner, shall be deemed to constitute Information under this Agreement, and the rights of owner under this Agreement may be enforced by any such affiliate or other entity in addition to with respect to any violation relating to the Information disclosed by such affiliate or other entity, as if such entity were also a party to this Agreement.

Governing Law. This Agreement shall be governed by and construed and enforced in accordance with the laws of the State of _____, without regard to its choice of law provisions.

IN WITNESS WHEREOF, the parties have executed and delivered this Nondisclosure Agreement effective as of the date first written above.

OWNEL:	Company:
Ву:	Ву:
Name:	Name:
Title:	Title:

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Product Name

License Agreement Term Sheet

- <u>Definitions</u>
 What is licensed?
- Specs of the Software (exhibit) Definition/description?
- Delivery, testing and acceptance How should this work?
- Grant and Scope of License
 Exclusive? Non-exclusive? Etc.?
- <u>Term and Limitations on Use and reproduction</u> What can partnership do with it?
- Sublicensing and transfer limitations
- <u>Pricing Terms</u>
 Royalties? Buy? Savings?
- Acct and audit rights
 As stated in the partnership agmt?
- Sales and Property tax liability Who liable?
- <u>Trade secret protection/Confidentiality terms</u>
 Need to be strict. In what manner may disclosure be made to vendors, particularly STB mfts?

- <u>Title to original software and owner infringement reps</u>
 Positive stmt of ownership –will we indemnify the partnership?
- Ownership of mods enhancement and additions Who owns?
- Source code inclusion/exclusion and protection Must source be disclosed to partnership?
- Training and documentation reg's Any?
- Protection of Trademarks
 Partnership must honor
 marks
- SW maintenance and technical support obligations
- <u>Vendor warranty obligations and s∞pe</u>
- Limitation of liability and types of damages
- Vendor indemnity and obligations in event of infringement
- <u>Dispute res</u>olution provisions
- Insurance terms (vendor on site?)
- Assignment limitations
- Std boilerplate (merger, written agmt, force majeur, etc)

INTELLECTUAL PROPERTY OUTMARKETING TRANSACTION REPORT

	+ 7. + 5. + 2.
Up Front Savings Revenues (Years) =	

II. Background

I.

Executive Summary

III. Deal Structure

IV. Financial Analysis

V. Competitive Analysis

- (1) Customers:
- (2) Territory:
- (3) Standardization:

FIG. 209

VI. Recommendation

	BUSINESS APPROVAL	LEGAL APPROVAL
Signature:		
Printed Name:		
Title:		
Entity:		
Date:		

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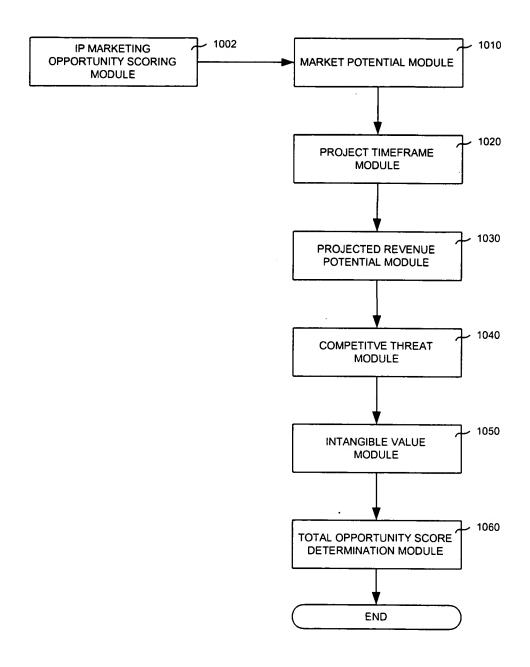
Project Name:	
Project Start Date:	
Project Resources:	
Product Mgr	Contract Mgr
Mktg Analyst	Mktg/Sales Rep

Instructions:

- 1. All updates in MS Project are made at the sub-task level only.
- 2. In the Task # field, enter the # of the task being updated or "new" if adding a task.
- 3. Find the column for the field you wish to update for the task and enter update information in the space provided.
- 4. Use the following guidelines for updating fields in MS Project:
 - Start/Finish Date Change the duration of the appropriate task(s) to arrive at the new start/finish date
 - % Complete Enter the new % complete for the task(s), either manually or using the up/down arrows
 - Deliverable Change deliverable field to Yes, either manually or using the option in the drop down box

Task#	Start Date	Finish Date	% Comp	Del	Add/Delete Task (incl. info for all project fields)
	·				
					·
		:			
					*
				-	

Scoring Date: Scorer In	itials:	Total Score:
Product/Project Name	· · · · · · · · · · · · · · · · · · ·	1 otal Score:
Business Unit		
Business Unit Primary Contact:	IPMARK Primary C	Contact:
Name	•	
Phone	Phone	
Score Card Key Factors	Scori	ing & Explanation
MARKET POTENTIAL Product viability (i.e. unique product, benefits,		Market Potential Rating
support/maintenance?)		
- Potential customers?		
- Few competitive products/suppliers?		
- Large market, low market saturation?	İ	
High Low		
Potential Potential 10 9 8 7 6 5 4 3 2 1		
10 9 8 7 0 3 4 3 2 1		
2. PROJECT TIMEFRAME	· · · · · · · · · · · · · · · · · · ·	
- Product developed & ready to market?		Project Timeframe Rating:
- Ownership? Patent status?		
- Identified interested parties?		
 Deal simple or complex? Anticipated time to sell/close/recognize \$? 		
		·
Today 6 12 18+ mths		
10 9 8 7 6 5 4 3 2 1	,	
PROJECTED REVENUE POTENTIAL Anticipated total revenue from project?		Revenue Potential Rating
(if no strong customers, use 1X value)		
Over Under		
5M4M1M 100K		
10 9 8 7 6 5 4 3 2 1		
4. COMPETITIVE THREAT TO BELLSOUTH		
 Sale give customer competitive advantage 		Competitive Threat Rating:
over BellSouth?		
No High		
ThreatThreat		·
10 9 8 7 6 5 4 3 2 1		
5. INTANGIBLE VALUE	· · · · · · · · · · · · · · · · · · ·	
- Set stage for future big \$ deals?		Intangible Value Rating:
 Build/foster relationship w/ existing/future customer? 		
- Officer request/interest? - Public relations opportunity?	:	
•••		
High Low Profile Profile	•	
10 9 8 7 6 5 4 3 2 1	•	
	TOTAL SCORE:	
FIG. 212 ————		



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1011 س

FIG. 215

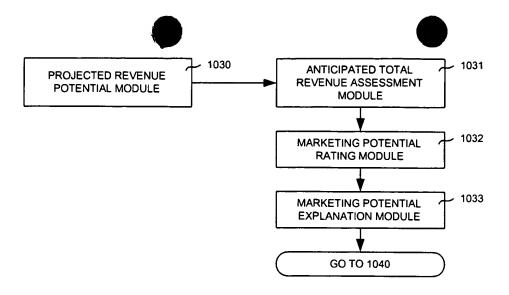
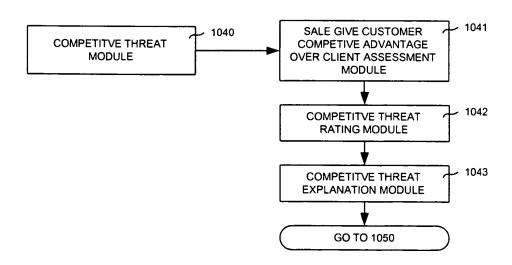
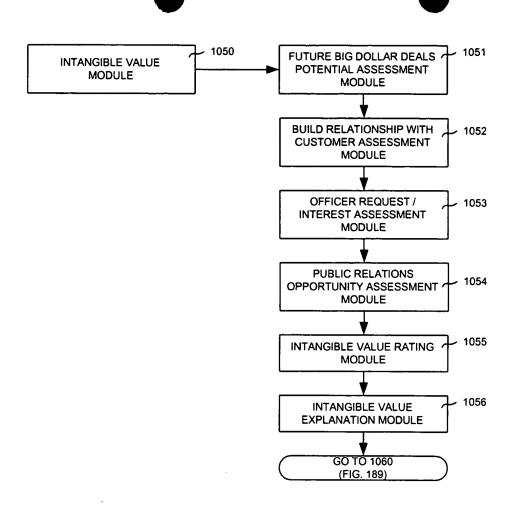
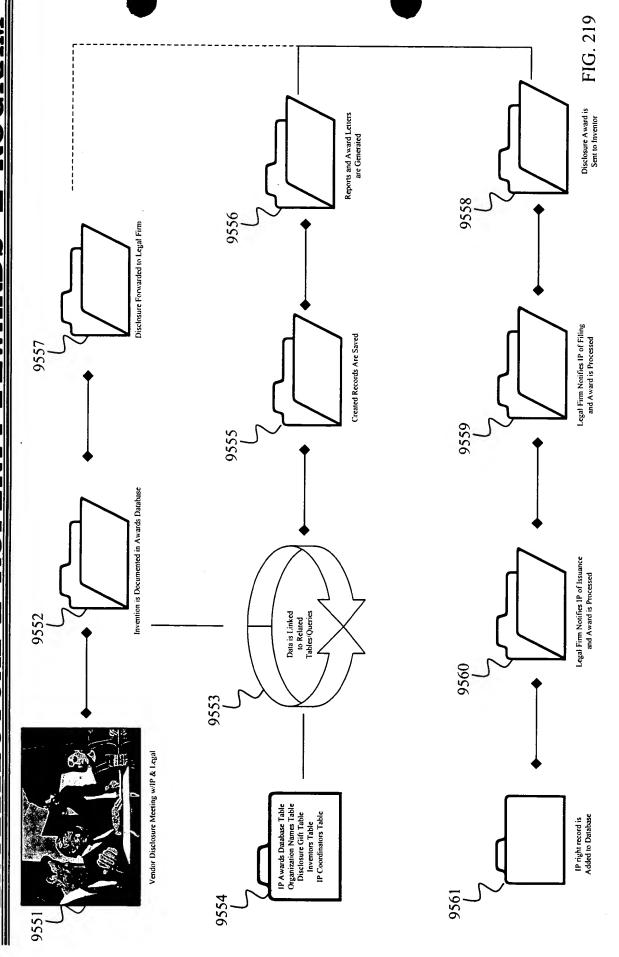


FIG. 216





PROGRAM ROPERTY AWARDS INTELLECTUAL P



✓ Patents

- ☐ Work produced by Company employees or with Company resources has been assessed for patentibility if, at least one of the following occurred:
 - ⇒ Development of a new product, feature, process or software that seems unique
 - → Improvements to existing technology, product, process, or software
 - ⇒ Results that cut costs and/or improve efficiency
 - ⇒ Creation of a new business method

It is critical that employees bring their inventions to the attention of the Director of Technology (404) xxx-xxxx or the Technology Asset Manager (404) xxx-xxxx as soon as possible, and especially before any public disclosure of the invention!

✓ Trademarks

- ☐ The Company mark and subbrands have been used in accordance with the company's graphics ✓ standards to ensure that the significant value of the mark is not diluted.
- ☐ All subbrands have been cleared by the Director of Trademarks.
- All third party (such as agents, distributors, cobrand parties, and sponsored parties) use of Company's trademarks have been authorized in writing using language approved by Company Intellectual Property Marketing Corp.

Any questions regarding Graphics and Sponsorships should be brought to the attention of the Director of Corporate Identity (404) xxx-xxxx and other Trademark questions should be directed to the Director of Trademarks (404) xxx-xxxx.

✓ Copyrights

Every Company work product created by an employee or by a vendor under a "work made for hire" contract have been properly marked with a copyright notice.

It is not necessary to register the copyright in order to place the copyright notice on the work.

Any questions regarding Copyrights should be brought to the attention of the Director of Administration (404) xxx-xxxx.

✓ Proprietary Information

- All proprietary information has been physically marked by its originator at the bottom center margin using the approved markings.
- All proprietary information has been securely stored and properly disposed.
- An NDA or IEA has been executed due to the necessity of sharing Company proprietary information in order to discuss or negotiate a potential business relationship, and:
 - only the minimum amount of proprietary information necessary to facilitate our business purposes has been shared or received; and
 - any necessary patent applications have been filed prior to such disclosures.

Any questions regarding proprietary information should be brought to the attention of the Director of Administration (404) xxx-xxxx.

Ownership

Before any development work to be done by an outside vendor (such as software, training courses or advertising) is begun, a specific written contract has been executed ensuring that Company will be the owner of the intellectual property rights in the developed technology, or work of authorship. (see Executive Directive 12).

Any questions regarding Ownership should be brought to the attention of the Vice President of Company Intellectual Property Management Corporation (404) xxx-xxxx.

Marketing

Company's policy is to maximize the value from its intellectual property.

Opportunities to outmarket Company technology, software, systems, processes or other intellectual property to another company have been identified.

Any marketing opportunities should be brought to the attention of the Vice President of Company Intellectual Property Marketing Corporation (404) xxx-xxxx.

Patent Timeline:	ASAP		Disclosure to Fill	Disclosure to Filing 3 - 5 months		18 - 24 Months
	Development Or # Improvement	Submit a Disclosure (Call TAM)	Meet with a Patent	Review Draft Application	Patent Application Filed	Patent Issues
Task:	Developments or Improvements created by company employees or with company resources should be brought to IP Protection's attention	Review for technical merit technical merit potential analyzed Administrative procedures addressed	Disclose: State of industry will prepar Problem Solved least 1 dra Sufficient detail application such that someone Inventor re of your expertise draft & pro could replicate the comments invention	sclose: State of industry will prepare at Problem Solved least 1 draft Sufficient detail application such that someone Inventor reviews of your expertise draft & provides could replicate the comments		
Time Frame:	We have 1 year from the time an invention is publicly used or disclosed in which to seek US patent protection	 2-8 weeks for disclosure preparation for Outside Attorney 	Mig: 1.5 - 2 hrs Mig scheduled 1-2 wks in advance Outside attorneys are flown in for mtg	Attorney Prep: 6-8 weeks Inventor given 2 weeks to review & return to IP Protection	4 Weeks to receive official filing notice from the US Patent Office	• 12-18 months
Innovation Award: Achievement Award:		• Receive a Disclosure Gift			• Each inventor receives \$1000	• Each inventor receives \$2000 • If this is an inventor's 5th

>14th Issued
 Company Patent:
 Nominated for
 General Award

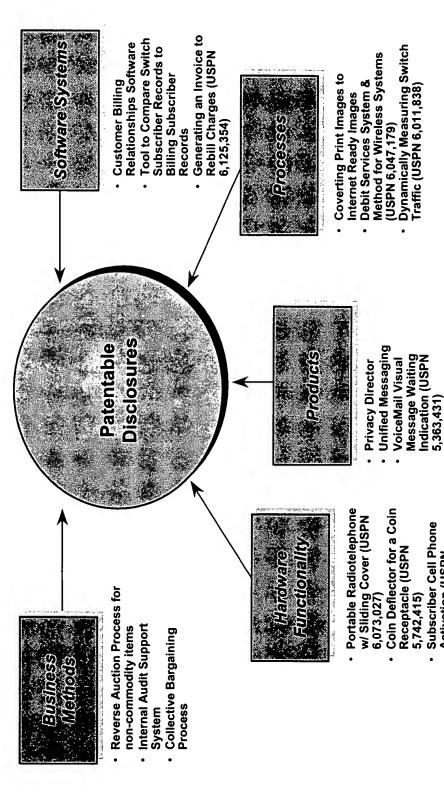
company patent, he/she will receive an additional \$2500

Company Patent: Additional \$5000



Innovations

What's Patentable?



Activation (USPN 5,812,953)

December 2000

Internal Auditor

Identify innovations within your Inventor: organization:

- Developed or improved a process or service?
- Created a method of doing business?
- Improved efficiency or cut costs?

Innovation:

- Developments or improvements by you, the employee or
- Developments or improvements created with resources

IP Ambassador

Raising Awareness of Intellectual Property:

- Assist in the education of employees
- Identify intellectual property risks to business objectives
- Identify intellectual property controls to those risks
- to organizations modifying their business Where appropriate, suggest IP inclusion process.

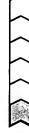
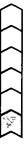




FIG. 223



Internal Audit & the Checklist

Sample Business Process

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	business

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turnover employee Decrease ratio

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Employee Programs too costly Incentive development

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delayed by

Project

Vendor's

Delay in contract missed

incompatible architecture

negotiations

Potential Risks

Disputes Contract

deadlines Unable to

released to Market in **Product** <50% of Costly 2001

market

bureaucratic **Senior Mgt Budget for** Access to Increases Limited Salary too

Overhead

to Trademark intended due product as

sanss

- **Ensure Ownership Seek Patent** Protection early **Seek Patent**
- **Identity Directors** early in Process Trademark & Corporate Contact
- Identify
- through the Encourage innovation Innovation Awards

- Protection proprietary info Ensure
- **Ensure Proprietary** Markings

properly

marked

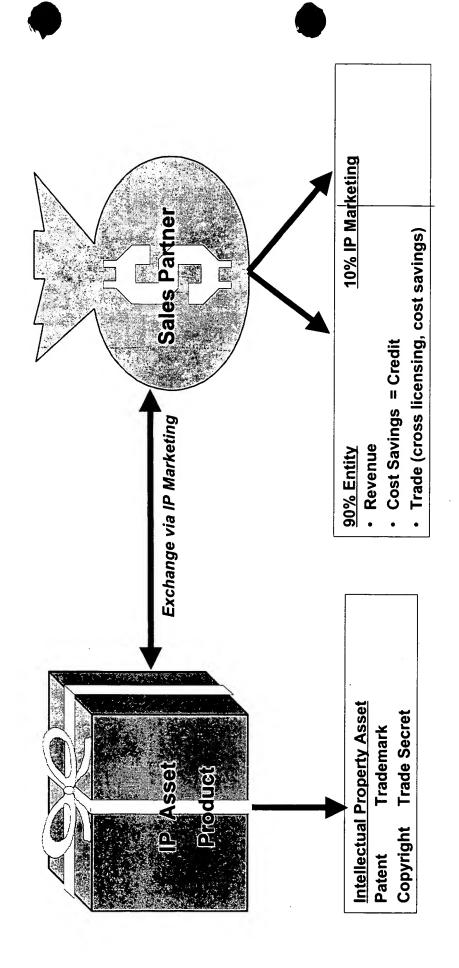
- opportunities outmarket
- Program

FIG. 224

As an internal auditor, you can help educate the organization on the importance of intellectual property.

90% of All Revenues Are Credited towards the Entity That Owns the IP Asset

Product licensing is a simple process:



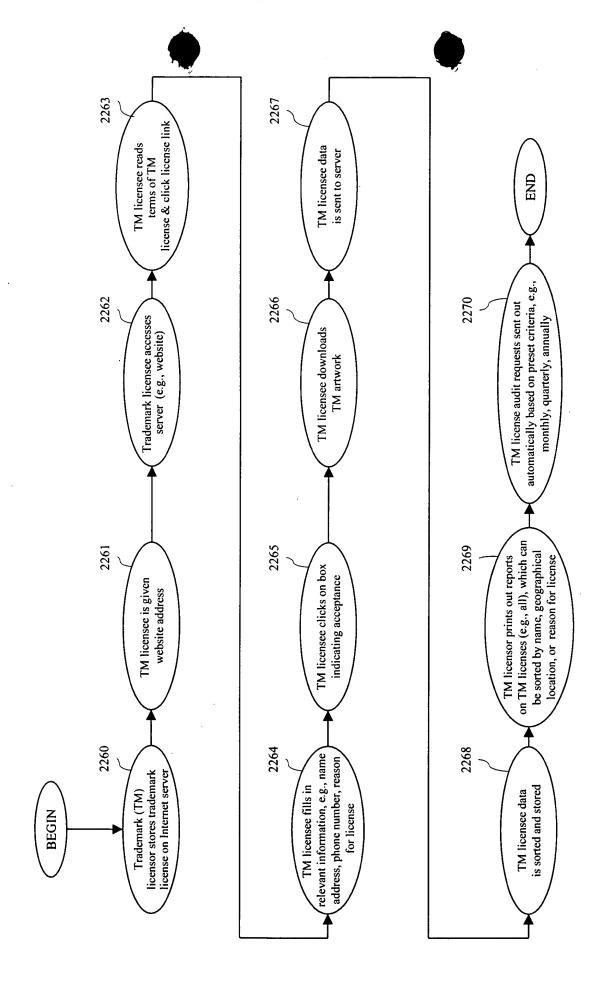


FIG. 226